Curtis Sveinsson

Senior Director, Growth Marketing

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Summary

Fifteen years running paid media, lifecycle, SEO and performance for B2B and consumer brands. Now I build the AI products too, from the agent pipeline to the billing behind it.

Experience

Founder, OpenSalvo Denver, CO | 2025 – Present

- Built a self-serve AI cold outreach platform from scratch: prospect discovery, enrichment, email drafting, delivery, reply handling and meeting booking in one autonomous pipeline, with no manual steps between a new lead and a booked meeting.
- Built a pre-sales demo that finds real businesses in a prospect's own market, writes the email each one would receive, and simulates how replies get handled and meetings booked, so buyers see the product work before they pay.
- Designed managed sending: buy a sending domain in the platform and it connects the domain, warms the mailboxes over several weeks, and says when they're ready, with no operator involvement.
- Shipped the commercial and operational layer: self-serve subscription billing, per-tenant usage quotas, a cross-tenant admin dashboard with real-time KPIs and pipeline health alerts, and human-in-the-loop escalation that drafts a response when a reply is beyond what the system should answer alone.
- Embedded an AI support copilot that keeps its conversation history across sessions, knows whether it's talking to a customer or an anonymous prospect, and answers accordingly without exposing internal system details.
- Built it solo, and made the positioning, messaging, pricing, pitch deck and sales collateral too.

Partner, Hinterlands Digital Denver, CO | 2022 – Present

- Fractional CMO for 6+ clients at once, owning strategy, channel mix, budgets up to $150K a month, and KPI accountability across digital, direct response and outbound sales.
- Built multi-channel lead generation across Google PPC, Facebook Ads, direct mail and cold-calling teams: 2,500+ qualified leads a quarter at a blended cost per lead 35% below industry benchmarks.
- Implemented Salesforce and HubSpot for multiple clients, including pipeline stages, lead-scoring automations and executive reporting views, cutting average lead-to-close time by 22%.
- Designed the tracking, real-time dashboards and weekly reporting cadence that made client decision-making 40% faster.
- $4.2M+ in attributable client revenue in 2024, at an average 3.8:1 ROAS across paid channels.
- Average 28% client revenue lift within the first six months of an engagement.

Director of Marketing, Rapid Fire Home Buyers Denver, CO | 2022 – 2024

- Built the company's marketing playbook from scratch, with processes that supported 2.25x growth in monthly deal volume over 18 months.
- Built an A/B testing framework across 8+ channels and onboarded 5 new vendor partners, raising marketing ROI 37% in the first year.
- Ran the full Salesforce implementation (custom objects, workflows and reporting) and owned the platform until a dedicated Salesforce administrator was hired.
- Directed 12+ vendors and agency partners across TV, billboards, PPC, SEO, direct mail, cold calling and SMS on a combined $1.8M annual budget.
- Rebuilt the legacy lead tracking system, improving P&L attribution accuracy by 95% and giving real-time cost per acquisition by channel.
- Hit monthly marketing KPI targets 18 months in a row, including 52% more qualified leads while marketing spend fell from 38% to 24% of revenue.
- Launched a direct mail program that became the top channel: 5:1 ROI and 60% of all closed deals.

Director of Marketing, StocksToTrade Anaheim, CA | 2018 – 2022

- Led all divisions of a 20-person marketing team: email, paid media, content, development and CRO.
- Owned lifecycle email, building automated onboarding, activation and retention sequences that drove hundreds of thousands in incremental revenue and supported a 65% monthly retention rate.
- Built the self-serve onboarding and activation flows that got new subscribers to a first real result inside their first week, reducing early churn and improving 30-day retention.
- Managed $300K to $400K a month in paid media spend.
- Ran the workflow between a large outside agency and the in-house team to launch a product on time and on budget.
- Grew revenue an average of 142% month over month across the life of the Stock Therapy product funnel.
- Launched 3 of the company's most successful products, together earning millions in revenue at better than 3:1 ROI.
- Created promotions to win new customers and raise existing customers' lifetime value, lifting revenue 30%.
- Built a complete, accurate customer database and reporting suite over the course of a year.
- Built dashboards for customer LTV by source, first- and last-interaction value, AOV and the other numbers needed to judge marketing's performance.

Social Advertising Manager, Clicks and Clients Denver, CO | 2014 – 2018

- Managed $20M a year in ad spend, including $2M+ a month on Facebook.
- Led and trained a team of 6 analysts and specialists.
- Worked directly with the agency's top clients, across industries with different objectives.
- Built the agency's social advertising department from nothing, including all of its processes and structure.
- Grew the department's revenue more than 10x, making it the agency's highest-earning department.
- Recognized as an expert in Facebook advertising.

PPC Analyst, Clicks and Clients Denver, CO | 2014

- Developed and implemented new strategies based on paid advertising best practices.
- Increased sustained leads and spend on the agency's largest account by 1,400%.
- Led the agency's own marketing, increasing its leads 10x.
- Improved the department's efficiency through better documentation and procedures.
- Held a 90% client retention rate.

Earlier: Marketing Intern, Amnet; Marketing Intern, Ing Tech Corporation; Account Executive, Tech for Less, LLC

Selected projects

- OpenSalvo: AI cold outreach that runs from lead to booked meeting. (opensalvo.com)
- CornerBeat: A daily local newsletter, written by AI and run by one operator. (cornerbeat.com)
- Site Builder: A complete website for a local business, generated and hosted.
- Job Fit Analyzer: My own job search, run as an AI pipeline.

Skills

Growth: Demand generation; Paid media and PPC; Lifecycle and email; SEO and AEO; Attribution and analytics; CRM: Salesforce, HubSpot
Leading and building: Budget and P&L ownership; Team leadership; AI product development; Agentic workflow design; Prompt engineering; Next.js, Supabase, Claude API

Education & certifications

B.S., Business / Marketing, University of Colorado, Colorado Springs, 2015

- Facebook Certified Buying Professional (Meta)
- Facebook Certified Planning Professional (Meta)
- Google AdWords Certified