Corentin Quarrie-Oyelaran

Marketing Consultant
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SUMMARY

Marketing consultant with 9 years in agency and independent practice, advising about 30 B2B software and professional services firms with budgets from $150,000 to $2 million a year. Known for audits that turn into clear 90-day plans, lower cost per lead and marketing teams that keep improving after the engagement ends.

EXPERIENCE

Independent Marketing Consultant — Quarrie Growth Advisory

Providence, RI · Jan 2021 – Present

- Advise 6 to 8 retained clients a year, mostly B2B software firms with 20 to 300 staff and marketing budgets up to $2 million.
- Cut cost per qualified lead by about 38% for a payroll software client in 2 quarters by moving 40% of paid search spend to intent-based review sites.
- Rebuilt positioning and website messaging for an engineering services firm, lifting demo requests from about 25 to 60 a month.
- Ran 14 marketing audits that each ended in a ranked 90-day plan; 11 clients extended into paid implementation work.

Senior Marketing Strategist — Benefit Street Brand Partners

Providence, RI · Jun 2016 – Dec 2020

- Led strategy for 9 agency accounts with combined yearly media spend of about $4.5 million.
- Set up lead scoring and CRM handoff for a legal tech client, raising sales-accepted leads by about 45% in 6 months.
- Won 5 new accounts worth about $780,000 in yearly fees through pitch strategy and proposals.

SKILLS

Strategy: Marketing audits, positioning, ideal customer profiles, go-to-market plans, pricing pages

Channels: Paid search, paid social, SEO, email nurture, review sites, webinars, account-based campaigns

Analytics: GA4, attribution models, funnel reporting, A/B tests, CRM dashboards

Client work: Scoping and proposals, workshops, stakeholder interviews, team training, retainer management

EDUCATION

Bachelor's degree in marketing, Narrow River State University, 2015

Google Ads search certification, renewed 2025

Fictional example by FindAJobAI: the person, employers and numbers are invented.