

PRODUCT & EVENT MARKETING · MCKINNEY, TEXAS

Zane Klemo

Marketing manager with five years in B2B SaaS. At Powered By Text, a texting platform for nonprofits, churches, and media, I launch our product features, run 25–40 conferences a year, and shoot and edit the videos. I'm looking for a product marketing, event, or creative role on a larger team.

zklemo@gmail.com

linkedin.com/in/zane-klemo-6330071a9

McKinney, TX

PRODUCT MARKETING MMS Recorder and AI Message Composer	EVENTS Running the conference program
EVENTS A webinar series from scratch	BRAND Ministry By Text becomes Powered By Text
VIDEO Every video on the company channels	CONTENT The website and content library
BUDGET & OPS Building marketing's measurement	FREELANCE A Best of McKinney campaign

PRODUCT MARKETING

Launching MMS Recorder and AI Message Composer

MY ROLE

Positioning, page, demo video,
launch comms

CHANNELS

Web, email, SMS, social, client
comms

[MMS feature page and demo ↗](#)

poweredbytext.com/features/mms

[Virtuous integration page ↗](#)

poweredbytext.com/virtuous-integration

[Compliance page ↗](#)

poweredbytext.com/features/nonprofit-texting-compliance

SITUATION

Powered By Text doesn't have a dedicated product marketer. When a feature ships, existing clients and prospects both need to hear about it, and that job is mine.

WHAT I DID

- Wrote the positioning and messaging for each release.
- Wrote, designed, and published the feature pages. The MMS page leads with why images and video beat plain text, then walks through the Media Library, Upload Compressor, and the MMS Recorder.
- Planned, recorded, and edited the demo videos for MMS Recorder and AI Message Composer.
- Wrote and sent the launch emails, text messages, and social posts to clients and prospects.

WHERE IT LANDED

These two launches are my best product marketing work: each one shipped with a demo video, a feature page, and a coordinated rollout across every channel we use. I've built the same kind of pages for integrations like Virtuous and for our compliance story.

Running the conference program

MY ROLE

Owner, from event selection to results

SCOPE

25–40 conferences a year;
marketing's largest budget line

SITUATION

Powered By Text attends 25–40 conferences a year, and they take more of the marketing budget than anything else, so every event on the calendar is a real bet. Managing that program has been the biggest part of my job for the past few years.

WHAT I DID

- Decide which events we attend based on who's in the audience and the return we can expect.
- Own the full cycle: booth branding and print, pre-show outreach, the lead capture plan on the floor, and follow-up with sales afterward.
- Track results for each show so the next round of decisions starts from real numbers.
- Manage relationships with conference organizers, and work the booth myself.

WHERE IT LANDED

A repeatable playbook for every show, measured against the same lead and CAC tracking as our other channels.

A webinar series from scratch

MY ROLE

Strategy, production, lead capture, sales handoff

TEAM

PBT strategists and guest speakers from Amplify Fundraising and Northwestern Media

[Powered-Up Giving series ↗](https://poweredbytext.com/fall-fundraising-texting)
poweredbytext.com/fall-fundraising-texting

SITUATION

Powered By Text had never run a webinar. I pitched a series that would put our strategists and outside guests in front of the nonprofits we serve, and ran it end to end.

WHAT I DID

- Built the plan for a fall fundraising series, Powered-Up Giving.
- Ran production end to end, while our strategists and guests delivered the content.
- Set up registration and contact capture, tracked attendance and results, and coordinated follow-up with the sales team.

50+

qualified leads from the first two sessions, from a channel the company had never used. A third session is coming.

120–140

registrants per session

50%

show rate

80%+

average watch time

BRAND

Ministry By Text becomes Powered By Text

MY ROLE

Video, communications strategy, design support

PARTNER

Brand agency, led by our fractional CMO

SITUATION

The company changed its name from Ministry By Text to Powered By Text and rebuilt its brand. Every client and prospect needed to hear about the change from us.

WHAT I DID

- Worked with the agency on the new identity and designed parts of it myself.
- Planned and ran the communications to clients and prospects.
- Produced every video for the rename and rebrand.
- Kept building out the website on the new brand after launch.

WHERE IT LANDED

The brand I helped launch is the one I now manage, internally and externally, from the website to business cards and swag.

VIDEO

Every video on the company channels

MY ROLE

Planning, shooting, editing, producing; podcast host

[YouTube ↗](#)

youtube.com/@PoweredByText

[Vimeo ↗](#)

vimeo.com/poweredbytext

SITUATION

Video is how Powered By Text shows its product, and there's no video team. I've planned, shot, edited, and published everything on the company's YouTube and Vimeo channels.

WHAT I DID

- Product demos, including the MMS Recorder and AI Message Composer launch videos.
- All of the rename and rebrand videos.
- A pilot podcast episode that I hosted with our co-founder.

CONTENT

The website and content library

MY ROLE

Writer, designer, publisher; agency director for guides

[Case studies ↗](#)

poweredbytext.com/use-cases

[Texting guides ↗](#)

poweredbytext.com/texting-guides

[Blog: text vs. email ↗](#)

poweredbytext.com/how-text-marketing-outperforms-email...

[Blog: short code texting ↗](#)

poweredbytext.com/short-code-texting

SITUATION

I kept building out the site after the rebrand. Outside the home page and the industry pages, most of what's on poweredbytext.com today I wrote, designed, and published.

WHAT I DID

- Feature, integration, and compliance pages, each explaining what the product does and why it matters to a nonprofit or ministry buyer.
- Wrote all five customer case studies, covering lapsed donor reactivation, repurposed content, nonprofit and radio fundraising, and church guest retention.
- Wrote and designed blog posts on SMS strategy, short codes, and MMS.
- Directed the agency that produced our texting guides and ran the lead-gen campaigns built on them.

Building marketing's measurement

MY ROLE

Budget owner; agency manager

BUDGET

\$400K–\$500K a year (2025, 2026)

AGENCIES MANAGED

Brand, SEO, outbound SDR

SITUATION

For most of my time at Powered By Text, marketing reported to fractional or sales-focused leaders. Nobody was watching marketing spend against the leads it produced.

WHAT I DID

- Built the company's first system for tracking every inbound lead, its status, and marketing CAC, and cleaned up the data and workflows feeding it.
- Took over the marketing budget, now \$400K–\$500K a year, and report on it through a monthly KPI report to my supervisor. Presented the H1 budget to the executive team.
- Hired an SEO agency for the company's first real SEO investment. It built our SEO foundation but hadn't produced qualified leads by month eight, and search was shifting fast with AI, so I ended the 12-month contract early.
- Ran a three-month outbound SDR pilot. It produced about 30 leads, roughly a third of them qualified, and I didn't renew it.
- Managed the brand agency relationship for about a year, then ended the retainer to protect the budget.

WHERE IT LANDED

Budget decisions now start from lead and CAC data. It's how I justify spend to leadership, and how I decide what to cut.

FREELANCE · KLEMO & CO.
· 2026

A Best of McKinney campaign for Fletcher Outdoor

RESULTS OCT 20

MY ROLE

Campaign strategy, content, design, sequencing

CHANNELS

Instagram, Facebook, email, SMS, word of mouth

SITUATION

Fletcher Outdoor is a landscaping company in McKinney. It made the 2025 finalists without asking anyone for votes, and this year the goal was to win the Chamber of Commerce's Best Lawn/Landscaper award against a six-year incumbent.

WHAT I DID

- Got Fletcher nominated on day one so supporters only had three steps to vote.
- Built the campaign around the owner's own style of video and the fact that he grew up in McKinney. No begging for votes.
- Planned and produced content across social, email, and SMS, with social and word of mouth as the lead channels.

WHERE IT STANDS

Voting closes October 1. Finalists are announced October 2 and winners on October 20.

Experience

Coordinator to manager at Powered By Text, and ten years of creative work before that.

2025 – now	Marketing Manager	Powered By Text
2024 – 2025	Marketing Specialist	Powered By Text
2022 – 2024	Marketing Coordinator	Powered By Text
2021 – 2022	Creative Associate	Solutions by Text
2026 – now	Founder, freelance marketing	Klemo & Co.
2019 – 2021	Worship Pastor	Paramount Church, Frisco
2012 – 2019	Worship Minister, Communications Assistant	Cottonwood Creek Church, Allen
2010 – 2012	Editor in Chief	The Round Up, New Mexico State University

About

I studied journalism at New Mexico State and finished as editor in chief of the student paper. Then I spent close to ten years at churches in North Texas making video, print, web, and audio, and scheduling and leading the volunteer teams that helped produce it.

In 2021 I moved into software marketing. At Powered By Text I went from coordinator to marketing manager, mostly with fractional or sales-side leaders above me. That meant learning to run marketing like a business: tracking leads and CAC, cutting what doesn't pay off, and defending the plan in front of the executive team.

I use AI heavily. I built and manage the marketing AI agents at Powered By Text, and they're a big part of how one marketer keeps up with the work. On the side I run Klemo & Co., doing freelance marketing for local businesses in McKinney.