

Zane Klemo

Product Marketing | Event Marketing | Creative Production | B2B SaaS

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Marketing manager with five years in B2B SaaS and a background in journalism and creative production. Leads product launches, runs a program of 25–40 conferences a year, and manages a \$400K–\$500K budget at Powered By Text, a texting platform for nonprofits, churches, and media. Writes, designs, shoots, and edits much of what ships. Looking for a product marketing, event, or creative role on a larger team.

EXPERIENCE

Powered By Text (formerly Ministry By Text) · McKinney, TX

May 2022 – Present

Marketing Manager, Oct 2025 – Present · Marketing Specialist, Jan 2024 – Oct 2025 · Marketing Coordinator, May 2022 – Jan 2024

Product marketing and launches

- Lead feature launches end to end, including MMS Recorder and AI Message Composer: positioning, feature page, demo video, and the email, SMS, and social rollout to clients and prospects.
- Wrote and designed most of poweredbytext.com outside the home and industry pages, including feature, integration, and compliance pages, all five customer case studies, and blog content.

Events

- Run a program of 25–40 conferences a year, marketing's largest budget line: choose events by audience fit, then own booth design and branding, print, pre-show outreach, on-site lead capture, follow-up, and organizer relationships.
- Created and produced the company's first webinar series, from concept through production, registration, and sales handoff. **First two sessions: 120–140 registrants each, 50% show rate, 80%+ average watch time, 50+ qualified leads.**

Brand, creative, and video

- Produced the video and ran client and prospect communications for the company's rename and rebrand; worked with the brand agency on the new identity and designed parts of it.
- Plan, shoot, edit, and publish all company video on YouTube and Vimeo, including product demos and a pilot podcast co-hosted with the co-founder.

Budget and leadership

- Manage a \$400K–\$500K annual budget and built the company's first lead and marketing-CAC tracking; present budget, proposals, and results to the executive team.
- Hired and managed two marketing coordinators and three agencies (brand, SEO, outbound SDR); work across sales, product, and leadership on launches and campaigns.
- Helped lead AI adoption at the company; built and manage the marketing AI agents that let a one-person team keep up with content, design, and campaign volume.

Solutions by Text · Creative Associate

Jun 2021 – May 2022

- Created digital marketing content and managed the website, email, and social media channels.

Klemo & Co. · Founder, freelance marketing · McKinney, TX

2026 – Present

- Multi-channel campaigns for local businesses. Current: a Best of McKinney award campaign for a landscaping company across social, email, SMS, and word of mouth.

Earlier career: creative production and ministry leadership

2010 – 2021

- **Worship Pastor, Paramount Church, Frisco** (2019–2021). Led service production and made most of the church plant's media.
- **Worship Minister and Communications Assistant, Cottonwood Creek Church, Allen** (2012–2019). Led volunteer teams; produced audio, video, print, and web media.
- **Editor in Chief, The Round Up, NMSU** (2010–2012). Rose from staff writer to managing editor to editor in chief of the weekly student paper.

EDUCATION

B.A., Journalism and Mass Communication · New Mexico State University

SKILLS

Marketing Product launches, positioning, event marketing, webinars, email and SMS/MMS, brand management, budgets, agency management

Creative Copywriting, video production, graphic and web design, podcast hosting. Photoshop (advanced), Illustrator, InDesign, Premiere Pro, DaVinci Resolve, AI agents