

Zane Klemo

Product Marketing | Event Marketing | Creative Production | B2B SaaS

McKinney, TX · 214.578.1884 · zklemo@gmail.com · zane klemo.com · linkedin.com/in/zane-klemo-6330071a9

Creative marketer who loves building things with people. Five years at Powered By Text, a SaaS company in startup growth mode, growing from coordinator to marketing manager. Built much of the company's marketing foundation, pushed new initiatives forward, and turned leadership's direction into launches, events, and content across many platforms and tools, working closely with other departments, agencies, and partners. Recently helping drive new business growth. Looking for a product marketing, brand, or event 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.

Foundations, growth, and leadership

- Built much of the marketing foundation for a company in growth mode: brand standards, website, content library, lead tracking, and a \$400K–\$500K budget presented to the executive team.
- Over the past year, shifted focus to creating new business through events, webinars, and campaigns that bring qualified prospects to the sales team.
- Hired and managed two marketing coordinators; partner with other departments, agencies, software partners, and conference organizers to carry out leadership's direction.
- Helped lead AI adoption at the company; built and manage the marketing AI agents that help a small team keep up with content, design, and campaigns.

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