

Marketing Manager

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SUMMARY

Marketing manager with eight years leading demand-generation and brand programs across B2B and consumer accounts, owning multimillion-dollar budgets and sourcing pipeline that consistently exceeds target while managing a four-person team.

EXPERIENCE

Marketing Manager, Northwind Growth Co.

2021 – Present

City, ST

- Sourced \$8.6M in marketing-influenced pipeline against a \$7M goal while managing a \$1.4M annual budget.
- Led a four-person team across content, paid media, and lifecycle, lifting marketing-qualified leads 47% in two years.
- Improved blended return on ad spend from 3.1x to 4.6x by reallocating budget toward top-converting channels.
- Launched an account-based program that booked 90 target-account meetings and contributed \$2.1M in pipeline.
- Cut cost per qualified lead from \$310 to \$198 through landing-page testing and audience refinement.
- Rebuilt the lead-scoring model in HubSpot, raising sales acceptance of marketing leads from 54% to 79%.
- Owned the quarterly marketing plan and reported attribution to leadership through a GA4 and CRM dashboard.
- Grew organic search traffic 62% year over year by directing a content cluster strategy across 40 articles.

Marketing Specialist, Tidewater Brands LLC

2017 – 2021

City, ST

- Managed paid social and search campaigns totaling \$600K in annual spend at a 4.2x average return.
- Ran 30 A/B tests on email and landing pages, lifting average email click-through rate from 2.1% to 3.4%.
- Produced a quarterly webinar series that generated 1,800 registrations and 220 sales-accepted leads.
- Coordinated three product launches end to end, hitting every go-live date across six contributing teams.
- Grew the marketing email list 35% in one year through gated content and on-site capture optimization.
- Built monthly performance reports in GA4 that leadership used to set the following quarter's channel mix.

EDUCATION

Bachelor of Science in Marketing

2013 – 2017

State University — City, ST

CERTIFICATIONS & LICENSES

Google Ads Search Certification · HubSpot Marketing Software Certification

SKILLS

Demand generation · Marketing budget ownership · Return on ad spend · Team leadership · Marketing attribution · HubSpot marketing automation · Paid media management · Lead scoring · Content strategy · A/B testing · GA4 analytics · Campaign planning