MICHAEL TORRES

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PROFESSIONAL SUMMARY

Results-driven Marketing Manager with 6 years of experience driving brand growth and customer acquisition for B2B SaaS companies. Proven track record of increasing qualified leads by 150% and reducing customer acquisition cost by 40%. Expert in digital marketing, content strategy, and marketing automation.

EXPERIENCE

Senior Marketing Manager | GrowthLabs SaaS | Los Angeles, CA | 2021 - Present

- Developed and executed integrated marketing campaigns generating $4.2M in pipeline revenue
- Increased organic traffic by 200% through SEO optimization and content marketing initiatives
- Built and managed a team of 5 marketing specialists across content, paid media, and events
- Implemented HubSpot marketing automation, improving lead nurturing conversion by 65%
- Launched account-based marketing program targeting enterprise accounts, resulting in 35% increase in deal size

Marketing Manager | TechStartup Inc. | Santa Monica, CA | 2019 - 2021

- Managed $500K annual marketing budget across paid search, social, and display channels
- Created content strategy producing 50+ blog posts, 12 whitepapers, and 24 webinars annually
- Reduced cost per lead by 45% through A/B testing and campaign optimization
- Collaborated with sales team to develop lead scoring model improving SQL conversion by 30%

Marketing Coordinator | Digital Agency Co. | Los Angeles, CA | 2018 - 2019

- Executed email marketing campaigns with 25% average open rate and 8% click-through rate
- Managed social media presence across LinkedIn, Twitter, and Facebook for 10+ B2B clients
- Assisted in planning and executing 6 industry trade shows and conferences

EDUCATION

Bachelor of Arts in Marketing | UCLA | 2018

- Minor in Business Analytics
- Marketing Club President

SKILLS

Marketing: SEO/SEM, Content Marketing, Email Marketing, ABM, Demand Generation

Tools: HubSpot, Salesforce, Google Analytics, Marketo, Semrush, Hootsuite

Advertising: Google Ads, LinkedIn Ads, Facebook Business Manager

Analytics: Google Data Studio, Tableau, Excel/Google Sheets

CERTIFICATIONS

- HubSpot Inbound Marketing Certified (2022)
- Google Analytics Certified (2021)
- Salesforce Administrator (2023)