

JOHN SMITH

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SUMMARY

Growth-oriented Senior Marketing Manager with 9 years' experience scaling B2B SaaS revenue through data-driven demand generation, product-led acquisition, and full funnel optimization. Adept at leading cross-functional teams and maximizing ROI across paid and organic channels in hypergrowth environments.

EXPERIENCE

Senior Growth Marketing Manager
SkyWave Inc., Los Angeles, CA (Remote)
Mar 2021 – Present

- Architected multi-touch demand gen strategy that lifted MQL volume 42% YoY while reducing CAC 18%.
- Owned \$1.1M annual paid media budget; introduced predictive spend model that improved ROI tracking accuracy by 25%.
- Managed team of 6 (SEM, content, ops) and onboarded new RevOps function to streamline lead handoff in HubSpot + Salesforce.
- Deployed GA4 + BigQuery pipeline enabling cohort analysis and attribution modeling.

Marketing Manager
BrightEdge Solutions, San Diego, CA
Aug 2016 – Feb 2021

- Launched ABM program targeting Fortune 1000 which generated \$3.2M pipeline in first 12 months.
- Implemented Marketo nurture tracks, boosting SQL conversion by 21%.
- Partnered with Product to craft positioning for new AI module; drove 800 signups pre-launch.

EDUCATION

MBA – Digital Marketing & Analytics
UCLA Anderson School of Management – 2016
Bachelor of Science – Business Administration
University of California, Berkeley – 2012

CERTIFICATIONS

- Google Ads Certification – 2023
- HubSpot Revenue Operations – 2022
- Tableau Desktop Certified – 2021

TECHNICAL SKILLS

Marketing Tools: GA4, HubSpot, Marketo, Salesforce, Looker, Tableau | Channels: SEO, SEM, Paid Social, Display, CRO | Analytics: Attribution, LTV, CAC, SQL, Cohort | Leadership: Agile, OKRs, Remote Team Management

PROJECT HIGHLIGHTS

- Built growth model forecasting ARR impact of pricing changes; adopted by Finance for board reporting.
- Co-led website relaunch that increased organic traffic 67% within 9 months.

LANGUAGES

English (native), German (conversational)

