



ROB LOFTUS

San Diego, CA 92122
rloftus23@gmail.com / 978-846-0832

SUMMARY

Data-driven, revenue-focused marketer with demonstrated success in optimizing sales and marketing campaigns. Specialize in streamlining and simplifying complex strategies and complicated processes to improve results.

EXPERIENCE

Sr. Manager, Marketing Analytics / Phreesia - San Diego / Remote, CA 11/2022 - Current

- **Insights and Recommendations** - Analyzed sales and marketing performance data to uncover actionable insights and provide consumable recaps to stakeholders
- **Business Transformation and Automation** - Engineered an automated "Lead to Cash" reporting structure in Salesforce to measure marketing campaign impact on pipeline
- **Campaign Planning and Optimization** - Developed ROI tracking dashboards to optimize campaign planning
- **Sales and Marketing Alignment** - Optimized MQL handoff process from marketing to sales based on SDR feedback and established follow-up SLAs to boost conversion rates
- **Reporting** - Built dashboards focused on Qualified Pipeline, Opportunities, MQLs, and Web Traffic
- **Stakeholder Support** - Delivered reoccurring analysis to stakeholders in Marketing, Sales, and CS teams
- **Roadmap** - Executed project roadmaps on Monday.com to prioritize key initiatives and ensure timely delivery
- **Team Leadership** - Managed, mentored, and trained a team of four analysts

Sr. Marketing Analytics Manager / Synopsys Inc - Burlington, MA / Remote 12/2017 - 11/2022

- Established meaningful and actionable KPIs across the marketing organization
- Aligned the marketing campaign plan and budget to support hitting the company's revenue target
- Developed custom ABM tools & reports to uncover account centric insights
- Served as the Marketing lead for the Salesforce and Eloqua system integrations post the \$565 million acquisition of Black Duck Software, enhancing existing systems in the process
- Updated systems and established processes to ensure compliance with GDPR regulations

Marketing Operations Manager / Black Duck Software Inc. - Burlington, MA 09/2016 - 12/2017

- Managed all marketing automation duties, including lead management, email, segmentation, and integrations
- Defined KPIs and developed operational reports centered on revenue-focused objectives
- Implemented campaign attribution tracking for pipeline impact utilizing Brightfunnel
- Executed data-driven programs to enhance campaign performance for non-converted leads
- Oversaw the Martech tool stack, including Marketo, Hubspot, Drift, Brightfunnel, Leadspace, and Demandbase

Marketing Associate / Black Duck Software Inc. - Burlington, MA 06/2015 - 09/2016

- Executed partner/customer marketing webinars, newsletters, and product releases
- Developed a customer-advocacy program to produce referrals, testimonials, and run surveys
- Built live Salesforce dashboards to track inbound leads, opportunities and SLAs

EDUCATION

Bachelor of Science: Managerial Resource Economics
University Of Massachusetts Amherst - Amherst, MA, United States

2015