







Marcus Patel

B2B SaaS CMO

Revenue-focused SaaS CMO with a track record of scalable growth
Chief marketing officer with 14 years of experience in B2B SaaS, focusing on product-led growth, demand generation, and customer lifecycle strategy. Deep understanding of ARR, CAC, churn, and sales alignment.

CONTACT

-  (000) 000-0000
-  email@example.com
-  LinkedIn | Portfolio
-  Denver, CO

KEY SKILLS

- Account-based marketing (ABM)
- Churn reduction
- Content-led growth
- Customer success enablement
- Demand generation
- Freemium funnel strategy
- Inbound marketing
- Lead scoring
- Product marketing
- Revenue operations (RevOps)

PROFESSIONAL EXPERIENCE

February 2018 - Present

Chief Marketing Officer | Skyshift CRM | Denver, CO

- Increased ARR from \$4M to \$22M over five years through integrated ABM and paid search
- Reduced CAC by 38% by overhauling the MQL-to-SQL pipeline
- Partnered with sales to implement shared KPIs and weekly campaign alignment

June 2013 - January 2018

Marketing Director | CloudHive Solutions | Boulder, CO

- Launched product webinars that contributed to a 70% improvement in trial-to-paid conversion
- Managed global expansion campaigns into Canada and the UK

EDUCATION

Bachelor of Science (B.S.) in Business Technology

University of Colorado , Boulder, CO | May 2012