





PRIYA RAMASWAMY

Marketing manager with 6 years across B2B SaaS and consumer subscription brands. Runs lifecycle email, paid social, and content programs end to end. Comfortable in HubSpot, GA4, and Figma, and known for pairing brand work with hard pipeline numbers.

CONTACT INFORMATION

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 Minneapolis, MN

KEY SKILLS

- HubSpot
- Klaviyo
- Google Ads
- LinkedIn Campaign Manager
- GA4
- Looker Studio
- Figma Webflow
- SQL (basic)
- Account-based marketing

PROFESSIONAL EXPERIENCE

February 2022 - Present

Marketing Manager | Brightloom Analytics | Minneapolis, MN

- Own demand gen for the mid-market segment, including paid search, LinkedIn, and webinar programs feeding a \$4.2M annual pipeline target.
- Rebuilt the nurture stream in HubSpot across 14 emails, lifting MQL-to-SQL conversion from 11% to 19% in two quarters.
- Partner with sales on ABM plays for top 60 accounts; sourced 8 closed-won deals in 2023.
- Manage a \$38K monthly paid budget across Google, LinkedIn, and Reddit, reallocating weekly based on CAC payback.
- Hired and coach a content marketer and a contract designer.

June 2019 - January 2022

Marketing Specialist | Northshore Pet Co. | Minneapolis, MN

- Ran lifecycle email and SMS for a DTC subscription brand with roughly 90K active subscribers.
- Built a win-back flow that recovered about 1,200 paused subscribers per quarter at a 6.4x ROAS.
- Wrote and shipped weekly campaigns in Klaviyo, holding deliverability above 98%.
- Coordinated influencer seeding with 40+ creators each quarter and tracked sales by code.

EDUCATION

B.A. in Strategic Communication

University of Minnesota | - May 2019

- HubSpot Inbound Marketing Certification, 2022