



# ELENA VASQUEZ

## ABOUT ME

The senior tab fits senior managers, directors, and VPs running multi-channel programs or full marketing functions. The resume needs to prove revenue attributed, headcount managed, and the strategic bets you made across paid, owned, and earned.

## PROFESSIONAL EXPERIENCE

### Director of Marketing | February 2021 - Present

Tidepoint Software, San Diego, CA

- Lead a team of 14 across demand gen, product marketing, content, and ops; manage a \$5.8M annual program budget.
- Rebuilt the pipeline model with finance and RevOps, increasing marketing-sourced ARR from \$9.4M to \$17.2M in two fiscal years.
- Launched the enterprise tier with product and sales, hitting 128% of first-year logo target.
- Consolidated 9 point tools into a single stack on HubSpot, 6sense, and Snowflake, cutting martech spend by about 22%.
- Report quarterly to the board on pipeline, CAC payback, and brand health.

### Senior Marketing Manager | September 2018 - January 2021

Demand Generation Harborlane Logistics Platform, Portland, OR

- Owned demand gen for the mid-market and enterprise segments, scaling marketing-sourced pipeline from \$11M to \$34M annually.
- Built the ABM program from scratch with sales, targeting 220 named accounts and reaching 41% engagement.
- Ran integrated campaigns across paid, content, field, and partner channels with a \$1.9M annual budget.
- Managed two senior managers and a campaigns analyst, plus a paid media agency relationship.
- Stood up the company's first attribution model in Bizible, replacing last-touch reporting.

### Marketing Manager | June 2015 - August 2018

Marketcove (acquired 2018), Portland, OR

- Led content and SEO for a two-sided marketplace, growing organic sessions from 90K to 430K monthly.
- Hired and managed three writers and an SEO specialist.
- Partnered with product on launches for buyer and seller sides, including the mobile app relaunch.
- Owned the brand refresh project with an outside agency on a \$480K budget.

## CONTACT INFORMATION



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San Diego, CA

## EDUCATION

### M.B.A.

University of Washington Foster School of Business  
May 2015

### B.A. in Economics

University of California San Diego  
May 2011

## KEY SKILLS

- Team leadership
- Demand generation
- Product marketing
- ABM strategy
- Pipeline modeling
- HubSpot
- Salesforce
- 6sense
- Snowflake
- Looker
- Budget management
- Board reporting