



# Karen Thomas

Marketing Manager

Marketing manager with 4 years of experience in mid-market B2B, running paid acquisition, content programs, and event marketing. First-time people manager with one direct report. Comfortable owning a budget under \$750K.

## CONTACT INFORMATION

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## KEY SKILLS

- Paid search and paid social (Google Ads, LinkedIn Ads)
- B2B demand generation and MQL pipeline
- HubSpot marketing automation and email nurture
- Content marketing and editorial planning
- Customer reference and case study programs
- Field and event marketing (user conferences, trade shows)
- Marketing budget ownership (\$500K-\$750K range)
- Sales and marketing alignment
- Google Analytics 4 and campaign attribution
- Vendor and freelancer management
- Direct report coaching and 1:1 management
- Quarterly planning and KPI reporting

## PROFESSIONAL EXPERIENCE

**Marketing Manager** | Northbeam Logistics Software, Madison, WI  
2022 - Present

- Own paid search and paid social across Google and LinkedIn with a \$620K annual budget; reduced cost per MQL by about a third over six quarters.
- Launched the company's first customer reference program; recruited 12 case study participants in year one.
- Run a quarterly user conference for 250 mid-market shippers, partnering with sales on attendee invites and content tracks.
- Manage one content marketer and coordinate freelance designers on a per-project basis.

**Marketing Associate** | Cedar Lane Insurance Group, Madison, WI  
2020 - 2022

- Built and sent weekly nurture emails to a list of 45,000 small business owners using HubSpot.
- Wrote 30+ blog posts on commercial insurance topics; two pieces still drive top-of-funnel organic traffic.
- Helped agents localize national campaigns for the Midwest market.

## EDUCATION

**Bachelor of Business Administration, Marketing, University of Wisconsin-Madison, 2020**

**HubSpot Inbound Marketing Certification, 2021**

**Google Ads Search Certification, 2022**