



FR

Frank Rogers

Marketing Manager

Marketing manager with 7 years in B2B SaaS and DTC, owning full-funnel demand programs, lifecycle email, and brand campaigns. Comfortable running paid budgets in the seven figures and partnering with sales on pipeline targets. Lead a team of four across content, paid, and ops.



Charlotte, NC 12345



(704) 555-0142



priya.ramanathan@example.com

KEY SKILLS

- Demand generation and pipeline marketing
- Paid media strategy (Google Ads, LinkedIn Ads, Meta, Reddit)
- Lifecycle email and SMS (Klaviyo, Marketo, HubSpot)
- Marketing analytics and attribution (GA4, Looker, Salesforce reports)
- ABM and sales alignment
- Budget management and forecasting
- A/B testing and conversion rate optimization
- Content strategy and editorial planning
- Team leadership and coaching
- Webinar and event marketing
- SEO and SEM fundamentals
- Cross-functional stakeholder management

PROFESSIONAL EXPERIENCE

MARKETING MANAGER | HEARTHLINE ANALYTICS, CHARLOTTE, NC 2021 – PRESENT

- Built integrated demand engine across paid search, LinkedIn, and webinar nurture; generated \$4.7M in sourced pipeline in FY24, up from a \$1.9M baseline.
- Rebuilt the MQL-to-SQL handoff with sales ops, cutting average response time from two days to under four hours.
- Manage a \$1.8M annual paid media budget across Google, LinkedIn, and Reddit; rebalanced spend quarterly based on CAC by segment.
- Hired and coach a team of four (two content, one paid, one ops); two direct reports promoted in 2023.

SENIOR MARKETING SPECIALIST | BRIGHTSPOKE APPAREL, CHARLOTTE, NC 2019 – 2021

- Owned lifecycle email and SMS for a DTC clothing brand with 380K subscribers; grew email revenue share from 18% to 27% of total online sales.
- Launched a post-purchase win-back flow that recovered roughly 1,400 lapsed customers in the first quarter live.
- Ran A/B tests on subject lines, landing pages, and product page copy weekly; documented findings in a shared playbook.
- Coordinated with creative agency on three seasonal brand campaigns per year.

MARKETING COORDINATOR | TENLEY FOODS CO., RALEIGH, NC 2017 – 2019

- Supported field marketing for a regional CPG brand at 60+ grocery events per year.
- Built monthly performance decks for the VP of marketing using data pulled from Shopify, Klaviyo, and Meta Ads.
- Wrote weekly blog and social copy aligned to a quarterly content calendar.

EDUCATION

- Bachelor of Arts in Marketing, University of North Carolina at Chapel Hill, 2017
- HubSpot Inbound Marketing Certification, 2022
- Google Ads Search Certification, 2023