

Margaret Martin

Marketing Manager

Senior marketing manager with 9 years across enterprise SaaS and fintech. Lead demand generation and ABM for a six-person team, accountable to a quarterly pipeline target tied to sales quota. Have rebuilt marketing ops twice and replatformed a MAP without disrupting active campaigns.

CONTACT INFORMATION

 (503) 555-0188

 marcus.okafor@example.com

 Portland, OR 12345

KEY SKILLS

- Demand generation strategy and budget ownership
- Account-based marketing (6sense, Demandbase)
- Marketing automation (HubSpot, Marketo, Pardot)
- Salesforce CRM and RevOps alignment
- Pipeline forecasting and attribution modeling
- Paid media across LinkedIn, Google Ads, G2, Capterra
- Content syndication and intent data programs
- Marketing analytics (Looker, Tableau, Bizible)
- Cross-functional leadership with Sales and Product Marketing
- Team building, coaching, and quarterly planning
- Executive and board-level reporting
- MAP and CRM platform migrations

PROFESSIONAL EXPERIENCE

SENIOR MARKETING MANAGER, DEMAND GENERATION | QUILLSTONE PAYMENTS, PORTLAND, OR 2021 – PRESENT

- Own a \$3.2M demand budget across paid, content syndication, and ABM; sourced 41% of net-new pipeline in FY24.
- Built a six-tier ABM program for top 200 target accounts with sales; intent-to-meeting conversion ran around 8% versus the 2% inbound benchmark.
- Led the Marketo-to-HubSpot migration over five months with zero gaps in nurture sends.
- Coach four ICs and two managers; rebuilt the team's quarterly planning rhythm tied to RevOps forecasts.
- Present marketing performance to the CRO and board operating committee each quarter.

MARKETING MANAGER, ACQUISITION | OUTPOST CLOUD SECURITY, PORTLAND, OR 2018 – 2021

- Scaled paid acquisition from a single Google Ads account to a multi-channel program across LinkedIn, G2, and Capterra.
- Cut blended CAC by roughly 28% while doubling lead volume year over year.
- Hired the first two members of the demand gen team and built their onboarding.
- Partnered with product marketing on the launch of two new SKUs.

DIGITAL MARKETING SPECIALIST | TIDEWATER MUTUAL BANK, EUGENE, OR 2016 – 2018

- Managed paid search for retail banking products across 14 branch markets.
- Built dashboards in Looker to track branch-level lead attribution.
- Wrote landing page copy and ran weekly conversion tests.

EDUCATION

- MBA, Marketing Strategy, University of Oregon Lundquist College of Business, 2018
- B.S. in Business Administration, Marketing Concentration, Portland State University, 2014
- Pragmatic Institute Certified (PMC-III), 2020