

Donna Rodriguez

One Page

Marketing manager with 6 years building lifecycle and content programs for B2B SaaS. Lead a team of 3 across email, paid, and webinar channels. Focus on pipeline contribution and clean attribution.

EDUCATION



B.A. in Communications,
University of North Carolina at
Chapel Hill, 2018

HubSpot Inbound Marketing
Certification, 2020

Google Analytics Individual
Qualification (GAIQ), 2022

KEY SKILLS



- Lifecycle and nurture campaign strategy
- Marketing automation (HubSpot, Marketo)
- Salesforce CRM reporting
- Paid search and LinkedIn Ads management
- Multi-touch attribution modeling
- Landing page and conversion rate optimization
- Webinar production (ON24, Zoom)
- B2B SaaS content writing
- Email deliverability and list hygiene
- Cross-functional team leadership
- Budget and agency management

PROFESSIONAL EXPERIENCE



Senior Marketing Manager | Brightloop Analytics, Raleigh, NC,
2021 – Present

- Built nurture program across 7 industry segments that sourced \$2.4M in pipeline last fiscal year.
- Rewrote demo request page and cut form fields from 11 to 5, lifting conversion to a healthy mid-teens rate.
- Manage agency relationships for paid search and LinkedIn, holding blended CAC under target each quarter.
- Coach two associates and one contractor; promoted one direct report to specialist in 2023.

Marketing Specialist | Cedarpoint Software, Durham, NC,
2018 – 2021

- Owned monthly newsletter list of 38K subscribers; held unsubscribe rate below 0.4% across the program.
- Launched first webinar series, averaging 312 live attendees per session across six events.
- Wrote 40+ blog posts and case studies that drove the bulk of organic demo traffic by year two.

- SQL basics for marketing analytics