



CONTACT INFORMATION

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EDUCATION

- MBA, Marketing Concentration, Vanderbilt University (Owen Graduate School of Management), 2013
- BA, Communications, University of Tennessee, Knoxville, 2009
- Pragmatic Institute Certified (PMC-III), 2019

KEY SKILLS

- Demand generation strategy and pipeline planning
- Account-based marketing (ABM) program design
- Product marketing and positioning (Pragmatic framework)
- Marketing operations and attribution modeling
- Budget management (\$9M+) and headcount planning
- Sales and marketing alignment (SLAs, lead routing, SDR partnership)
- Marketo, HubSpot, Pardot, and Salesforce administration
- 6sense and Demandbase ABM platforms
- Content strategy and editorial planning

Donald Walker

Marketing Manager

ABOUT ME

Marketing director with 14 years building demand and brand functions in healthcare and B2B SaaS. Currently lead a global team of 17 across demand gen, product marketing, content, and ops, with a \$9.4M budget. Report to the CMO; sit on the GTM leadership team alongside sales and CS.

PROFESSIONAL EXPERIENCE

Director of Marketing | Linden Health Technologies, Nashville, TN
2020 – Present

- Own a \$9.4M annual marketing budget across demand, brand, content, events, and ops; grew marketing-sourced ARR from \$14M to \$38M over three years.
- Restructured the team from three pods to four functions (demand, PMM, content, ops); reduced campaign launch time from six weeks to under three.
- Built the first formal ABM motion at the company; top-50 named accounts now represent 60% of new logo ARR.
- Lead a quarterly business review with the CRO and CFO covering CAC, payback, and pipeline coverage.
- Hired and developed two senior managers who now run demand and PMM.

Senior Marketing Manager | Ashwood Practice Management, Atlanta, GA
2017 – 2020

- Ran demand gen and field marketing for a healthcare SaaS serving 4,500 ambulatory practices.
- Launched the company's first integrated campaign tied to a product release; influenced \$6.1M in opportunities in six months.
- Managed three direct reports across paid, events, and content.
- Partnered with sales leadership on quarterly territory planning and account scoring.

Marketing Manager | Greycastle Medical Devices, Atlanta, GA
2014 – 2017

- Owned trade show strategy for HIMSS, AAOS, and seven regional shows annually.
- Built the first lead scoring model in Pardot tied to product line and buying committee role.
- Cut cost per qualified lead by about 22% across trade shows year over year.
- Worked closely with clinical product managers to translate features into surgeon-facing messaging.

Marketing Coordinator | Halberd Surgical, Chattanooga, TN
2011 – 2014

- Coordinated logistics for 25+ trade shows and customer training events per year.
- Maintained CRM data hygiene for a 60,000-record Salesforce instance.
- Wrote case studies and surgeon testimonials with the clinical affairs team.
- Supported sales reps with territory-specific collateral and reprints.

- Healthcare and B2B SaaS go-to-market
- Executive reporting on CAC, LTV, payback, and pipeline coverage
- Team leadership and manager development across global pods