

Donna Rodriguez

Marketing Director

Portland, OR 12345 | (503) 412-8870 | priya.raman@example.com

Marketing leader with 11 years across B2B SaaS and consumer subscription, building demand programs and brand systems from scratch. Known for tying campaign work back to pipeline and payback, and for coaching managers into their first director seats.

Professional Experience

SENIOR MARKETING DIRECTOR | BRIGHTLINE ANALYTICS, PORTLAND, OR | 2021 – PRESENT

- Own a \$4.7M marketing budget across paid, content, ABM, and field, reporting weekly to the CEO and board on pipeline coverage.
- Rebuilt the demand funnel after a flat year and grew sourced pipeline from roughly 30% to just over half of company total in six quarters.
- Hired and developed a team of 14, including two managers who were promoted into director roles in other orgs.
- Killed two underperforming channels (display retargeting and a sponsored newsletter network) and reinvested the spend into partner co-marketing.
- Partnered with RevOps on a lead-scoring rebuild that cut SDR rejection rates by about a third.

DIRECTOR OF DEMAND GENERATION | MOSSFIELD SOFTWARE, PORTLAND, OR | 2018 – 2021

- Took demand gen from a one-person function to a team of six covering paid, lifecycle, web, and ops.
- Launched the first ABM program targeting 220 named accounts; closed \$6.2M in new ARR within the first year.
- Rebuilt the marketing website with a contractor pod, lifting demo-request conversion from 1.8% to 3.4%.
- Set quarterly OKRs jointly with the VP of Sales, which got marketing-sourced numbers into the sales comp plan for the first time.

SENIOR MARKETING MANAGER | HALVERSON GOODS CO., SEATTLE, WA | 2015 – 2018

- Ran lifecycle email and SMS for a DTC subscription box, growing active subscribers from 18K to about 47K.
- Built the first attribution model the team used to defend paid social spend during a budget freeze.
- Managed two coordinators and a freelance designer, plus relationships with two creative agencies.

Education

MBA, Marketing Concentration, University of Washington Foster School of Business, 2015

B.A., Communications, University of Oregon, 2011

Key Skills

- Demand generation strategy
- Marketing operations (HubSpot, Marketo, Salesforce)
- Lifecycle and retention marketing
- Team building and coaching
- Cross-functional partnership with Sales and Product
- ABM program design
- Budget planning and forecasting
- Brand positioning and messaging
- Pipeline and attribution analytics