

James Carter

Marketing Director

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Profile

Marketing Director with 8 years in B2B fintech, moving from campaign manager to leading a six-person demand team. Most proud of building programs that sales reps actually use and trust.

Professional Experience

Marketing Director | Castellan Payments, Nashville, TN **2022 – Present**

- Lead a team of six across demand gen, content, and field marketing for a 180-person payments company.
- Grew marketing-sourced pipeline 62% year over year while holding CAC roughly flat.
- Stood up the first customer marketing function, which now runs four reference programs and a quarterly user group.
- Sit on the deal-desk review for enterprise opportunities above \$250K ACV, providing competitive and messaging input.

Senior Demand Generation Manager | Northwoods Ledger, Nashville, TN **2019 – 2022**

- Owned paid search, paid social, and webinars; scaled spend from about \$40K/month to \$130K/month over two years.
- Built the first SLA between marketing and SDRs, which cut time-to-first-touch from 38 hours to under 6.
- Launched a partner webinar series that became the second-largest pipeline source behind paid search.

Education

B.S., Marketing, Vanderbilt University, 2016

Key Skills

- Demand generation
- Paid media (Google, LinkedIn, Meta)
- Webinar and field event programs
- HubSpot and Salesforce administration
- Sales and marketing SLAs
- Content briefs and editorial planning
- Budget management
- Team leadership