JANE DOE

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PROFESSIONAL SUMMARY

Performance marketing manager with 6 years managing paid search, paid social, lifecycle, and landing-page experimentation for B2B and consumer subscription products. Improved CAC, ROAS, and qualified pipeline through disciplined testing and full-funnel analytics.

SKILLS

Channels: Google Ads, Meta Ads, LinkedIn Ads, retargeting, lifecycle email, landing pages
Metrics: CAC, ROAS, LTV, conversion rate, pipeline, MQL-to-SQL, payback period
Tools: GA4, Looker, HubSpot, Salesforce, Excel, attribution reporting, A/B testing

EXPERIENCE

Subscription Software Company
Performance Marketing Manager Apr 2021 - Present

- Managed $2.4M annual paid acquisition budget across search, paid social, and retargeting, improving blended CAC by 18% while increasing qualified pipeline by 31%.
- Rebuilt landing-page testing program around segment-specific proof points, lifting demo conversion from 4.8% to 6.2% across high-intent campaigns.
- Partnered with sales operations to reconcile ad platform, CRM, and pipeline reporting, eliminating attribution gaps that had hidden $680K in influenced pipeline.

Consumer Services Company
Growth Marketing Specialist Jun 2018 - Mar 2021

- Launched lifecycle winback campaign that reactivated 8,400 dormant accounts and produced a 5.1x return on promotional spend.
- Analyzed search query, creative, and audience performance weekly to reallocate spend toward campaigns with stronger payback periods.

SELECTED PROJECTS

Creative Testing System
- Built testing matrix across audience, hook, offer, and landing page, increasing monthly learning velocity from 6 to 22 structured tests.

Pipeline Quality Audit
- Compared channel-level opportunity quality by segment, sales cycle, and win rate, shifting $210K quarterly spend toward campaigns with stronger payback.

EDUCATION

Public University, Bachelor of Science in Marketing Analytics
May 2018