Maya Torres

Denver · maya.torres@example.com · (720) 555-0142 · linkedin.com/in/maya-torres-example

SUMMARY

B2B SaaS demand generation leader with 9 years in pipeline growth, content and lifecycle marketing. Hands-on with paid search, LinkedIn programs, product-led trial onboarding, lifecycle e-mail, and Salesforce and HubSpot reporting. Experienced partnering with sales on pipeline qualification and leading marketing teams.

EXPERIENCE

Marketing Manager — Northwind Software

2021 to now · HR software · 120 staff

- Grew qualified sign-ups **40% in 18 months** by rebuilding product-led trial onboarding e-mails.
- Reduced cost per lead from **$180 to $95** after moving $400k a year of paid spend from display to LinkedIn and paid search.
- Increased MQL-to-SQL from **18% to 31%** with a lead-scoring model built with sales in Salesforce; partnered with sales on pipeline qualification.
- Lead a team of 3 and manage a $600k budget; run 2 product launches a year.

Content Marketer — BrightCo

2018 to 2021 · Design agency

- Grew organic traffic from 20k to 85k visits a month through a 60-article SEO program.
- Grew the newsletter from 1,500 to 9,000 subscribers.
- Produced 12 customer case studies used by sales.

Marketing Coordinator — Riverbend Bank

2016 to 2018

- Coordinated 40 branch events a year and managed a $50,000 local advertising budget.
- Produced the monthly branch newsletter.

EDUCATION & CERTIFICATION

BA Communications, CU Boulder, 2016 · **HubSpot Inbound**, 2023

SKILLS

Demand generation: Pipeline growth · Paid search · LinkedIn Ads · SEO · Product-led trials · Lifecycle e-mail · A/B testing
Platforms: HubSpot · Salesforce · GA4 · Google Ads · LinkedIn Ads · Looker Studio · Marketing reporting
Languages: English (native) · Spanish (professional)