Maya Torres

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

SUMMARY

B2B SaaS marketer with 9 years in demand generation and content. Hands-on with paid, SEO and lifecycle e-mail, with a track record of improving acquisition efficiency, qualification and conversion.

EXPERIENCE

Marketing Manager — Northwind Software

2021 to now · HR software · 120 staff

- Grew qualified sign-ups 40% in 18 months by rebuilding 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 search.
- Increased MQL-to-SQL from 18% to 31% with a lead-scoring model built with sales in Salesforce.
- Manage a team of 3 and 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.
- Managed a $50,000 local advertising budget.
- Produced the monthly branch newsletter.

EDUCATION

BA Communications — CU Boulder

2016

CERTIFICATION

HubSpot Inbound, 2023

SKILLS

Marketing: Demand generation · Content · Paid media · SEO · Lifecycle e-mail · A/B testing
Platforms: HubSpot · Salesforce · GA4 · Google Ads · LinkedIn Ads · Looker Studio
Languages: English (native) · Spanish (professional)