

DEMAND GENERATION MARKETER | PIPELINE GROWTH LEADER | INTEGRATED CAMPAIGN STRATEGIST | B2B TECHNOLOGY MARKETER

QUALIFICATION SUMMARY

Demand generation marketing leader with 10+ years building integrated B2B campaigns that generate pipeline, accelerate revenue, and improve ROI across technology, SaaS, gaming, and enterprise organizations. Experienced leading cross-functional programs spanning paid media, email, content, webinars, partner activations, and events while aligning closely with sales, field, analytics, and product stakeholders. Strong background in audience segmentation, campaign optimization, pipeline reporting, and budget management, with hands-on expertise across Salesforce, marketing automation platforms, Tableau, Power BI, and Google Analytics.

KEY SKILLS

- Integrated Demand Generation Strategy
- Paid Media, Email, Content & Webinar Programs
- Salesforce CRM & Marketing Automation
- Advanced Excel, Tableau & Power BI Reporting
- Multi-Channel Campaign Planning & Execution
- Budget Management, Forecasting & ROI Optimization
- Cross-Functional Sales & Field Alignment
- Pipeline, Opportunity & Performance Reporting
- Audience Segmentation, Targeting & Insights
- Partner & Channel Campaign Development
- Project Management & Stakeholder Coordination
- Competitive Intelligence & Messaging Strategy

RELEVANT PROFESSIONAL EXPERIENCE

Senior Global Partner Marketing Manager, HP, Remote - USA | September 2022 - Present

I lead integrated demand generation strategy and cross-channel campaign execution in partnership with Intel, AMD, and Microsoft, managing complex programs that drive pipeline, revenue, and market share across commercial and consumer segments.

- Directed a \$15.2M multi-channel AI PC campaign across paid media, content, and partner activations, generating \$61.5M in attributed revenue and more than 510M views while strengthening HP's position in a competitive growth category.
- Built coordinated demand generation programs with alliance, sales, and product marketing teams, including a LinkedIn ABM motion targeting IT decision-makers that turned \$2.3M in spend into \$37.9M in commercial revenue and a 16.2x ROAS.
- Partnered with field, analytics, and creative stakeholders to align audience strategy, messaging, and measurement across search, social, CTV, display, and event-related activations, improving campaign performance and pipeline contribution.
- Used customer insights, competitive trends, and performance data to refine targeting and campaign mix, helping HP secure the #2 U.S. AI PC search share position and improve CTR by 9% QoQ while reducing CPC by 35% QoQ.
- Managed budgets, reporting, and executive updates through Tableau-based performance models, enabling agile investment shifts across channels to maximize ROI and support sales and marketing leadership decisions.

Senior Growth Marketing Manager, Yahoo, Remote - USA | November 2020 - September 2022

I specialized in building data-driven demand generation programs for Yahoo's B2B and B2C businesses, leading integrated campaigns across paid media, analytics, and partner-driven activations to grow acquisition and revenue.

- Managed 7-figure demand generation budgets across search, programmatic, social, and partner channels, improving ROAS by more than 30% year over year through disciplined optimization and budget pacing.
- Developed audience segmentation and targeting strategies using SQL, Google Analytics, and behavioral data, helping improve paid campaign ROI by 35% across Yahoo Fantasy and Sportsbook businesses.
- Led cross-functional campaign planning with analytics, creative, and product stakeholders, launching integrated programs that improved new user acquisition by 45% and campaign efficiency by 40%.
- Delivered executive-ready performance reports and recommendations that translated complex data into clear actions, strengthening decision-making around channel mix, messaging, and growth opportunities.
- Built Power BI and Tableau dashboards for 100+ global campaigns, streamlining reporting workflows and giving stakeholders greater visibility into program performance and optimization opportunities.

Senior Marketing Manager, Strategy & Operations, Sony, Remote - USA | November 2018 - November 2020

I led integrated marketing and demand generation programs for Sony's gaming and technology portfolios, combining audience insights, paid media, CRM, and cross-functional execution to drive acquisition and engagement.

- Executed Sony's first omnichannel paid media launch for PlayStation 5 accessories, coordinating targeting, retargeting, and performance measurement strategies that increased attach rates by 45%.
- Designed segmentation programs in Salesforce Marketing Cloud that increased PlayStation Plus subscriptions by 25%, using customer behavior data to improve message relevance and conversion performance.

- Built growth programs around major product launches and gaming titles, blending media, influencer, and content tactics to drive 65% share-of-voice growth and a 20% lift in digital pre-orders.
- Partnered with analytics teams to create Tableau forecasting dashboards and recurring performance readouts, enabling global teams to adjust investment decisions based on leading indicators and pipeline signals.
- Introduced scalable campaign workflows and CRM-integrated marketing processes that improved operational efficiency and strengthened cross-functional alignment across Sony's marketing organization.

Digital Marketing Manager, Abbott, Remote - USA | September 2017 - November 2018

Led omnichannel demand generation campaigns for Abbott's nutrition portfolio, using paid media, CRM, content, and analytics to increase engagement, improve lead quality, and support revenue goals.

- Managed integrated campaigns across search, social, and email for brands including Similac and PediaSure, improving ROAS by 40% within five months on a key back-to-school initiative.
- Applied audience segmentation, geofencing, and customer insight strategies to boost engagement by 45% and improve CRM lead quality by 25% across multiple consumer campaigns.
- Used SQL, Google Analytics, and performance analysis to identify winning tactics, distinguish signal from noise, and scale optimizations that reduced inefficiency and improved campaign effectiveness.
- Partnered with analytics teams to build Tableau dashboards and performance views that helped stakeholders understand campaign impact across CRM, content, and acquisition workflows.
- Implemented marketing automation workflows in Salesforce Marketing Cloud, reducing manual effort and improving the scalability and consistency of multi-brand campaign execution.

Marketing Manager, User Acquisition (UA), Pala Casino Spa and Resort, Remote - USA | April 2016 - September 2017

Owned the acquisition roadmap for the MyPalaCasino app, leading cross-channel programs that connected digital campaigns, on-property experiences, and data-driven optimization to increase installs and loyalty.

- Directed multi-channel acquisition campaigns across paid search, Facebook, App Store Ads, and email, driving a 55% increase in app awareness and a 25% expansion of the player base.
- Conducted cohort analysis and performance reporting in Salesforce Marketing Cloud, Tableau, and Power BI to uncover trends, guide budget allocation, and improve ROAS by 40% within five months.
- Implemented A/B testing frameworks for creatives, messaging, and offers, using results to scale repeatable campaign approaches and improve conversion efficiency.
- Developed cross-functional GTM activations linking online promotions to in-person casino visits, increasing loyalty conversions by 45% and strengthening alignment between marketing and business goals.
- Built forecasting and reporting dashboards to support stakeholder communication, budget decisions, and ongoing campaign optimization.

Social Media Manager, NETGEAR, Remote - USA | June 2014 - April 2016

Managed NETGEAR's B2B social and digital campaign programs, supporting product launches, content distribution, and audience engagement across key owned and paid channels.

- Executed integrated social strategies for launches and events, increasing Twitter engagement by 75% while improving visibility for NETGEAR Business Solutions offerings.
- Designed repeatable campaign workflows in HootSuite that improved publishing efficiency and helped coordinate global execution across multiple stakeholders and timelines.
- Conducted performance analysis in Salesforce Marketing Cloud and Tableau, translating engagement and click data into actionable recommendations that increased CTR by 70% within six months.
- Built influencer and partner programs that extended campaign reach and contributed to a 37% lift in Wi-Fi Business Solutions sales through coordinated omnichannel support.
- Partnered with creative and product teams to develop data-informed briefs, improving message consistency and ensuring social assets aligned with broader business and campaign objectives.

EDUCATION

Master of Business Administration (M.B.A.), Project Management and Marketing

San Diego State University (SDSU)

Bachelor of Science (B.S.) in Business Administration and Management, General

San Diego State University (SDSU)