

Jordan Lee

Marketing Manager · Demand Generation & Brand

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SUMMARY

Full-funnel marketing manager with 7 years scaling B2B SaaS demand programs. Pairs creative brand work with rigorous performance marketing to grow qualified pipeline while holding CAC down.

EXPERIENCE

Marketing Manager · BrightCo

Jan 2021 – Present

Austin, TX

- Grew marketing-sourced pipeline 3.2× to \$14M in two years while keeping CAC flat.
- Ran a 6-person team across paid, lifecycle, and content; lifted MQL→SQL conversion 22%.
- Launched an integrated ABM program that closed 9 enterprise logos worth \$2.1M ARR.
- Rebuilt the demand-gen funnel in HubSpot, cutting cost-per-MQL 38%.

Digital Marketing Specialist · NovaMedia

Aug 2017 – Dec 2020

Chicago, IL

- Scaled paid search and social to \$1.5M annual spend at a blended 4.3× ROAS.
- Drove a 64% lift in organic traffic through a content and SEO overhaul.
- Launched a webinar program that sourced 1,200+ MQLs in its first year.
- Built the marketing dashboard leadership used to set quarterly channel budgets.

Marketing Coordinator · Cedar & Co.

Jul 2015 – Jul 2017

Chicago, IL

- Coordinated email, social, and event campaigns across a 5-brand portfolio.
- Grew the email list 3× to 60K with gated content and on-site capture.

EDUCATION

B.B.A. Marketing · University of Texas at Austin

May 2015

SKILLS

Demand gen: SEO/SEM, Paid social, ABM, Lifecycle marketing, Email

Analytics: GA4, Looker, Attribution modeling, A/B testing

Tools: HubSpot, Salesforce, Marketo, Figma, Webflow

CERTIFICATIONS

Google Analytics (GA4) Certification · HubSpot Inbound Marketing Certification · Meta Certified Media Buying Professional