

Sofia Martinez

Marketing Manager

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SUMMARY

B2B marketing manager with seven years building demand for SaaS products. Grew marketing-sourced pipeline to \$14M a year through content marketing, search engine optimization and email programs, and manages a team of four and a \$1.8M budget.

EXPERIENCE

Trellis Systems

Apr 2022 – Present

Marketing Manager

Denver, CO

- Grew marketing-sourced pipeline from \$6M to \$14M a year by rebuilding the content marketing and webinar program.
- Led a search engine optimization overhaul of 300 pages, doubling organic sign-ups in 12 months.
- Built lifecycle email marketing in HubSpot that lifted trial-to-paid conversion by 19%.
- Managed a team of four and a \$1.8M budget, reallocating paid spend to cut cost per lead by 28%.

Brightline Media

Jun 2019 – Mar 2022

Digital Marketing Specialist

Boulder, CO

- Managed search engine marketing campaigns with a \$600K annual budget at a 4.2x return on ad spend.
- Built Google Analytics dashboards and attribution reporting used in every quarterly business review.
- Launched a social media marketing program that grew the audience from 8,000 to 52,000 followers.

SKILLS

Channels: Content marketing, Search engine optimization, Email marketing, Search engine marketing

Tools: HubSpot, Google Analytics, Salesforce

EDUCATION

University of Colorado Boulder

2015 – 2019

B.S. Marketing