

# Natalie Richardson

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## Marketing Manager

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- *Marketing Manager with 7 years of B2B SaaS experience, specializing in demand generation and digital marketing strategy*
- *Led cross-functional teams of 5-6 marketing specialists to deliver 58% year-over-year pipeline growth across mid-market and enterprise segments*
- *Proven track record managing budgets up to \$650K while optimizing marketing spend to reduce customer acquisition costs by 38%*

## WORK EXPERIENCE

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### CloudScale Technologies

*March 2021 - Present*

#### Marketing Manager

- Led team of 5 marketing specialists to redesign demand generation strategy, implementing account-based marketing approach that increased enterprise-level MQLs by 67% and shortened sales cycle from 8.5 to 5.5 months
- Managed \$650K annual digital advertising budget across Google Ads, LinkedIn, and programmatic display, optimizing spend allocation to reduce cost-per-acquisition by 38% while increasing lead volume by 42%
- Directed content marketing operations including editorial calendar, freelance writer management, and SEO optimization, growing organic traffic from 14K to 51K monthly visitors over 20 months
- Partnered with Sales leadership to redesign lead qualification and handoff process, conducting joint training sessions with 42 sales reps and implementing new lead scoring model that reduced sales follow-up time by 45% and improved lead-to-opportunity conversion by 29%
- Built marketing automation infrastructure in HubSpot including 12 nurture campaigns and dynamic content personalization, improving email-to-MQL conversion rate by 34%
- Led cross-functional product launch team with representatives from Product, Sales, Customer Success, and Marketing to coordinate launch of enterprise platform release, delivering integrated 90-day campaign that generated \$4.2M qualified pipeline

### DataStream Solutions

*June 2018 - February 2021*

#### Senior Marketing Specialist

- Developed and executed integrated demand generation campaigns across paid search, paid social, and email channels, generating 340 qualified leads per quarter and contributing to \$2.8M in closed revenue
- Managed \$280K paid media budget, implementing rigorous A/B testing framework that improved campaign ROAS from 3.1x to 5.3x over 18-month period
- Created content marketing program including blog strategy, gated assets, and webinar series that grew email database from 8,500 to 27,000 subscribers
- Collaborated with Product Marketing team to develop launch campaigns for 5 product releases, each achieving 85%+ of first-quarter pipeline targets
- Implemented marketing attribution model in Salesforce that provided visibility into multi-touch customer journey and informed budget allocation decisions

### TechVenture Group

*August 2016 - May 2018*

#### Marketing Coordinator

- Executed email marketing campaigns achieving average open rate of 24% and click-through rate of 3.8%, exceeding industry benchmarks by 40%
- Managed social media presence across LinkedIn, Twitter, and Facebook, growing combined follower base from 3,200 to 12,500 through strategic content programming
- Coordinated logistics for 8 industry events and webinars annually, generating average of 85 qualified leads per event
- Supported marketing operations including CRM data hygiene, campaign reporting, and marketing technology administration

## SKILLS

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**Marketing Strategy & Execution:** Demand Generation, Account-Based Marketing, Product Launch Strategy, Digital Marketing

Strategy, Marketing Mix Optimization, Customer Lifecycle Marketing

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**Marketing Technology:** HubSpot, Salesforce (Marketing Cloud), Google Analytics 4, SEMrush, Marketo, Asana, Tableau, Hootsuite, Unbounce

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**Digital Marketing:** Paid Search (Google Ads), Paid Social (LinkedIn, Facebook), SEO, Marketing Automation, A/B Testing, Conversion Rate Optimization, Email Marketing

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**Leadership & Management:** Marketing Team Development & Mentoring, Budget Management (\$250K-\$750K), Cross-Functional Collaboration, Stakeholder Management, Performance Coaching, Agency & Vendor Management

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**Analytics & Performance:** Marketing Attribution Modeling, Campaign Performance Analysis, ROI Optimization, Data Visualization, Funnel Analysis, Lead Scoring

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## EDUCATION

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### University of Washington

2016

Bachelor of Science in Marketing

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## CERTIFICATIONS

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### HubSpot Marketing Software Certification

2023

HubSpot

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### Google Ads Search Certification

2023

Google

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### Salesforce Marketing Cloud Email Specialist

2022

Salesforce

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## AWARDS & RECOGNITION

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### Silver Stevie Award for Marketing Campaign of the Year

2023

Stevie Awards

Recognized for "Scale Smart" demand generation campaign generating 340% increase in enterprise pipeline

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### American Marketing Association Seattle Chapter Rising Star Award

2022

American Marketing Association