Seraphina Castellane-Okoro

Marketing Director

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SUMMARY

Marketing director with 12 years in B2B SaaS and consumer subscriptions, leading a team of 14 and a $9M annual budget. Grew marketing-sourced pipeline from $18M to $46M in 2 years, cut blended acquisition cost by 27% and led 3 product launches. Known for clear plans that sales and finance can both hold marketing to.

EXPERIENCE

Marketing Director — Ledgerpoint Software

Boston, MA · Jan 2023 – Present

- Lead a team of 14 across demand generation, content, product marketing and marketing operations with a $9M annual budget.
- Grew marketing-sourced pipeline from $18M to $46M in 2 years by rebuilding the paid search and webinar programs and adding 2 partner channels.
- Cut blended customer acquisition cost by 27% by moving $1.5M from low-converting display to search, events and customer referrals.
- Led the launch of 3 product lines, including a mid-market edition that reached $5M in annual recurring revenue within 12 months.

Senior Marketing Manager — Brightwell Meals

Cambridge, MA · Mar 2019 – Dec 2022

- Managed a $6M performance marketing budget across Meta, Google and podcasts for a meal subscription brand.
- Grew active subscribers from 80,000 to 210,000 while holding payback under 9 months.
- Built a lifecycle email program that cut 90-day churn by 12% across 4 customer segments.

Marketing Manager — Harborlight Analytics

Boston, MA · Jun 2014 – Feb 2019

- Ran content and events for a B2B analytics firm, growing inbound leads by 140% in 3 years.
- Launched a customer advisory board of 20 accounts that shaped 2 product releases.

SKILLS

Strategy: Go-to-market planning, positioning, budget allocation, pipeline forecasting

Channels: Paid search and social, content, events, lifecycle email, partner marketing

Tools: HubSpot, Salesforce, Marketo, GA4, Looker

Leadership: Team building, hiring, agency management, executive reporting

EDUCATION

B.A. Communication and Media, Northeastern University, 2013

Fictional example by FindAJobAI: the person, employers and numbers are invented.