Chloe Martin

Marketing Manager, Demand Generation

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SUMMARY

Marketing manager with 7 years in B2B SaaS and consumer travel, specializing in demand generation and launches. Sourced $11M in pipeline in 2025 on a $1.8M budget and cut cost per sales-qualified lead by 29%. Strong in paid search, lifecycle email and attribution reporting.

EXPERIENCE

Marketing Manager, Demand Generation — Seaglass Software

Miami, FL · Jan 2023 – Present

- Ran demand generation across paid search, LinkedIn, webinars and email on a $1.8M budget, sourcing $11M in pipeline in 2025, 120% of target.
- Cut cost per sales-qualified lead from $410 to $290 by moving budget from display ads to high-intent search and retargeting.
- Led the launch of a new analytics product with product marketing and sales, including positioning, a webinar with 1,400 registrants and a 6-email nurture.
- Built attribution reporting in HubSpot and Salesforce that ties every campaign to opportunities, now used in the monthly marketing review.

Digital Marketing Specialist — Sunline Travel

Miami, FL · Jun 2019 – Dec 2022

- Managed Google Ads and Meta campaigns on a $600K annual budget, raising return on ad spend from 3.1x to 4.6x.
- Grew the email list from 80,000 to 210,000 subscribers and built lifecycle flows that drove 18% of online bookings.
- Ran 30 landing page A/B tests, raising lead conversion from 2.4% to 4.1%.

SKILLS

Marketing: Demand generation, product launches, positioning and messaging, lifecycle email, paid search and social

Analytics: Google Analytics 4, multi-touch attribution, A/B testing, HubSpot and Salesforce reporting

Tools: HubSpot, Salesforce, Google Ads, LinkedIn Campaign Manager, Webflow

EDUCATION

B.S. Marketing, Florida International University, 2019

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