

Marcus Bell

Marketing Manager, Demand Generation

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SUMMARY

Marketing manager with 10 years in marketing, 8 in B2B demand generation. Built the paid and lifecycle program behind 42% year-over-year pipeline growth at a mid-market SaaS company, while lowering cost per opportunity by 27%. Manages a team of 4 and a \$1.8M annual budget.

CORE COMPETENCIES

Paid search, Paid social (LinkedIn, Meta), SEO, Email and lifecycle, Webinars and events, HubSpot, Salesforce, Google Ads, Google Analytics 4, Looker Studio, Budget ownership, Team leadership, Agency management, Attribution and reporting

PROFESSIONAL EXPERIENCE

Summitline HR

Denver, CO

Marketing Manager, Demand Generation

Feb 2021 - Present

- Grew marketing-sourced pipeline 42% year over year to \$14M by rebuilding paid search, LinkedIn and webinar programs.
- Cut cost per opportunity by 27% by moving 30% of budget from display to intent-based campaigns and testing 60+ ad variants a quarter.
- Launched a 6-email nurture sequence in HubSpot that lifted MQL-to-SQL conversion from 18% to 26%.
- Manage a team of 4 and a \$1.8M budget; report weekly pipeline and CAC to the CMO and sales leadership.

Clearpoint Labs

Boulder, CO

Digital Marketing Specialist

May 2017 - Jan 2021

- Rebuilt the blog's SEO strategy, growing organic sign-ups from 300 to 1,100 a month in 18 months.
- Ran product launch campaigns for 3 releases, each beating its trial sign-up target by at least 20%.
- Set up attribution in Google Analytics and Salesforce, so channel ROI could be reported for the first time.
- Managed a \$250K annual paid search budget, keeping cost per sign-up 20% below target.

Front Range Outdoor Co.

Denver, CO

Marketing Coordinator

Jul 2016 - Apr 2017

- Ran the weekly email newsletter to 45K subscribers, lifting click rate from 2.1% to 3.4% with segmented sends.
- Coordinated 12 in-store events and tracked their sales lift in a shared report for the regional manager.
- Grew Instagram followers from 8K to 21K in 9 months with a customer photo campaign.
- Wrote product copy for 150+ items on the online store, lifting product page conversion 11%.

EDUCATION

Colorado State University

2012 – 2016

B.S. Marketing

CERTIFICATIONS & AFFILIATIONS

- HubSpot Inbound Marketing
- Google Ads Search