

Priya Shah

Digital Marketing Manager

Austin, TX | (512) 555-0192 | priya.shah.marketing@example.com | linkedin.com/in/priya-shah-growth

PROFESSIONAL SUMMARY

Digital Marketing Manager with 8 years scaling demand generation across paid media, SEO, lifecycle, and landing page experimentation. Strong at tying channel execution to pipeline, CAC efficiency, and revenue quality for B2B SaaS growth teams.

EXPERIENCE

Digital Marketing Manager

01/2023 - Present, Austin, TX

CloudForge

- Scaled multi-channel demand generation programs that increased sourced pipeline by 27% year over year
- Reduced blended CAC by 18% through audience restructuring, landing page testing, and tighter budget allocation by intent segment
- Built an SEO content cluster and technical optimization plan that drove a 61% increase in organic demo sessions from non-branded search

Growth Marketing Manager

06/2019 - 12/2022, Remote

Northfield Learning

- Managed a \$1.8M paid search and paid social budget while improving ROAS by 22% through offer and funnel refinement
- Ran CRO experiments across signup pages and email flows, increasing lead conversion by 11%
- Created executive reporting across HubSpot, GA4, and Salesforce that improved channel visibility and forecasting for weekly leadership reviews

EDUCATION

B.B.A. in Marketing

05/2019

The University of Texas at Austin

- Focus on digital strategy, consumer behavior, and marketing analytics

SKILLS

Paid Search, Paid Social, SEO, CRO, HubSpot, GA4, Salesforce, attribution, lifecycle marketing, landing pages, A/B testing, budget management, reporting.

CERTIFICATIONS

- Google Ads Search Certification, 2026
- HubSpot Marketing Hub Certification, 2025

linkedin.com/in/priya-shah-growth