

# Ethan Caldwell

## B2B Marketing Manager

City, ST | (123) 456-7890

email@example.com

LinkedIn URL

### **B2B marketing specialist with expertise in lead generation and account-based marketing**

B2B marketing manager with 7+ years' experience increasing SQLs by 25%, improving engagement by 30%, and optimizing lead funnels to drive revenue growth.

## Key Skills

- **Account-based marketing (ABM) - Expert**
- **Lead generation and nurturing - Proficient**
- **Marketing automation (Marketo, Pardot) - Proficient**
- **Content marketing -**
- **CRM integration -**

## Professional Experience

### **B2B Marketing Manager**

Synergy Solutions | Boston, MA

June 2019 - Present

- Increased SQLs by 25% through targeted ABM campaigns
- Developed B2B content strategies that boosted engagement rates by 30%
- Managed partnerships with sales teams to improve lead conversion efficiency

### **Marketing Analyst**

InsightTech Inc. | Boston, MA

September 2015 - June 2019

- Conducted market research that informed product positioning and go-to-market strategies
- Implemented automated lead-nurturing workflows that improved customer retention
- Created performance dashboards that optimized campaign ROI

## Education

### **Bachelor of Science in Business Administration**

Northeastern University | 2015