

Ethan Caldwell

B2B Marketing Manager

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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