JORDAN ELLIS

Marketing Manager

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PROFESSIONAL SUMMARY

Marketing manager with seven years in B2B software, running demand generation from the first ad to the closed deal. Happiest owning a number with sales.

WORK EXPERIENCE

Demand Generation Manager 03/2022 – Present
Northgate Software | Chicago, Illinois

- Run a 1.4 million dollar annual programme budget across paid search, events and partner marketing.
- Grew marketing-sourced pipeline from 6 to 15 million dollars in two years, at a lower cost per opportunity.
- Launched the webinar series that now sources a fifth of enterprise meetings.

Marketing Specialist 06/2018 – 02/2022
Lakeshore Media | Chicago, Illinois

- Managed email and lifecycle campaigns for 120,000 subscribers.
- Rebuilt lead scoring with sales, which cut the time to first call from three days to one.

EDUCATION

BA Communications 2018
University of Illinois, Urbana-Champaign, Illinois

SKILLS

Technical: Demand generation, Paid search, Lifecycle marketing, Attribution, Event marketing
Tools: HubSpot, Salesforce, Google Ads, LinkedIn Ads
Languages: English (native)