

Jordan Lee

Marketing Specialist

PERSONAL DETAILS

Name

Jordan Lee

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CORE SKILLS

- Demand Generation
- Campaign Planning
- Funnel Analytics
- Content Strategy
- Team Leadership
- Budget Ownership

SUCCESS HIGHLIGHTS

- Grew qualified pipeline while reducing CAC with stronger message-to-landing...
- Improved paid and lifecycle efficiency through structured experiment roadma...
- Standardized KPI reviews to connect campaign investment with revenue out...

LANGUAGES

English (Fluent)

Polish (Native)

PROFILE

Marketing manager with broad B2B demand generation experience across content, paid media, lifecycle programs, and GTM reporting. Builds measurable funnel systems, coaches cross-functional teams, and aligns marketing execution with sales pipeline and revenue targets quarter over quarter.

WORK EXPERIENCE

2021 - Present

Marketing Manager

BrightMint, Warsaw

- Scaled MQL pipeline by 34% through segmented campaigns, offer-specific landing pages, and weekly channel testing.
- Improved paid media ROAS from 2.1x to 3.3x in two quarters while maintaining lead quality thresholds set by sales.
- Built monthly funnel review process shared with GTM leadership, linking spend, SQL quality, and closed-won revenue.

2017 - 2021

Growth Specialist

NovaRetail, Krakow

- Increased non-brand organic traffic by 52% across regional content hubs through topic clusters and content refresh sprints.
- Designed lifecycle nurture series that lifted SQL conversion by 14% and shortened average lead response latency.
- Collaborated with sales ops to map campaign influence to closed-won opportunities and improve forecasting confidence.

SKILLS IN PRACTICE

Demand generation

Owns full-funnel programs from campaign launch to SQL handoff quality.

Campaign planning

Builds quarterly channel plans with budget pacing and clear experiment cadence.

Funnel analytics

Tracks MQL-to-revenue conversion and improves attribution confidence across GTM.

Content strategy

Aligns SEO, lifecycle, and sales enablement messaging with priority ICP segments.

EDUCATION AND CERTIFICATIONS

BA Marketing and Communication

University of Warsaw

2012 - 2016

Advanced Performance Marketing Certificate

CXL Institute

2019

TOOLS

GA4, HubSpot, Salesforce, Google Ads, Meta Ads, Looker Studio, Semrush, Ahrefs, Tableau, VWO