

# JORDAN LEE

Marketing Manager with strong hands-on delivery across cross-functional teams. Marketing manager with broad B2B demand generation experience across content, paid media, and lifecycle programs. Builds measurable funnel systems and aligns marketing execution with sales pipeline and revenue targets.

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## EXPERIENCE

2021–Present

### Marketing Manager

*BrightMint, Warsaw*

- Scaled MQL pipeline by 34% through segmented campaigns and channel testing.
- Improved paid media ROAS from 2.1x to 3.3x in two quarters.
- Built monthly funnel review process shared with GTM leadership.

2017–2021

### Growth Specialist

*NovaRetail, Krakow*

- Increased non-brand organic traffic by 52% across regional content hubs.
- Designed lifecycle nurture series that lifted SQL conversion by 14%.
- Collaborated with sales to map campaign influence to closed-won opportunities.

## TECHNOLOGY

### Demand Generation

Execution in demand generation and campaign planning.

### Funnel Analytics

Delivered complex initiatives in marketing manager responsibilities.

### Tools

GA4, HubSpot, Salesforce, Google Ads, Meta Ads, Looker Studio

### Certifications

Google Analytics 4 Certification, HubSpot Marketing Software

## LEADERSHIP

- Led initiatives in demand generation and content strategy for multi-team delivery.
- Mentored peers on GA4, HubSpot, and reusable implementation standards.

## PROJECT HIGHLIGHTS

### Annual Campaign Calendar Framework

Created cross-team planning model that reduced launch delays by 30%.

### Marketing Analytics Glossary

Standardized KPI definitions and reporting formulas across marketing and sales ops.

## EDUCATION AND LANGUAGE

2012–2016

### BA Marketing and Communication

*University of Warsaw*

2019

### Advanced Performance Marketing Certificate

*CXL Institute*

### Languages

English (Fluent)

Polish (Native)