



Lisa Miller

Marketing Manager

EXPERIENCE

Marketing Manager

04/2021 – Present

Brightline Software · Chicago, IL · United States

Own demand generation and lifecycle marketing for a B2B workflow-automation platform; manage a team of three plus paid-media and content agencies.

- Run the full funnel — paid search/social, SEO/content, webinars, email nurture, and ABM for the enterprise segment.
- Grew marketing-sourced pipeline **4.7x** over two years; lifted MQL → SQL conversion from **11% to 19%** with better scoring and routing.
- Own a **\$1.8M annual budget**; report a monthly marketing scorecard to the leadership team.
- Launched the brand refresh and new website (28% lift in organic conversions) with design and web partners.

Senior Marketing Specialist

06/2017 – 03/2021

Lakefront Goods Co. · Chicago, IL · United States

DTC consumer brand (home & kitchen). Ran paid acquisition, email/SMS lifecycle, and influencer programs.

- Scaled paid social and search from **\$30K to \$250K monthly** at a steady 3.4x blended ROAS.
- Rebuilt the email program in Klaviyo — flows + segmentation — taking email from 9% to **22% of revenue**.
- Managed seasonal campaign calendars across web, retail partners, and a 40-person influencer roster.

Marketing Coordinator

07/2014 – 05/2017

Northgate Agency · Milwaukee, WI · United States

Mid-size marketing agency. Supported account teams across 8–10 B2B and nonprofit clients — campaign trafficking, email builds, landing pages, social calendars, and monthly performance reports.

EDUCATION

MBA, Marketing Concentration

08/2018 – 05/2021

University of Illinois at Chicago — Liautaud Graduate School of Business · Chicago, IL · United States

Evening program completed while working full-time. Capstone: a go-to-market plan for a regional CPG brand entering e-commerce. Graduate marketing association VP of events.

CONTACT

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PERSONAL INFO

NATIONALITY

American

DATE OF BIRTH

1990-06-17

PLACE OF BIRTH

Madison, WI

DRIVING LICENSE

Class D — Illinois

LANGUAGES

English

Native

Spanish

Limited Working

HOBBIES & INTERESTS

Half-marathon training along the lakefront, a long-running monthly book club, weekend pottery classes, and planning increasingly elaborate friend trips on a spreadsheet I refuse to apologize for.

SKILLS

Demand Generation & Funnel Strategy

Lifecycle & Email Marketing

Paid Media (Search, Social, Programmatic)

Content & SEO Strategy

Marketing Analytics & Attribution

Budget Ownership & Forecasting

Team & Agency Management

Brand & Campaign Development

Bachelor of Business Administration, Marketing 09/2008 – 05/2012

University of Wisconsin–Madison · Madison, WI · United States

Minor in Communication Arts. Dean's List four semesters. Marketing club competition team; semester study abroad in Barcelona.

AWARDS

Marketing MVP (annual company award) 12/2022 – Present

Brightline Software

Best Email Program – Retail (Finalist) 2020 – 2020

MarketingSherpa Awards

Rising Star – Agency Side 2016 – 2016

Northgate Agency

WEBSITES & SOCIAL LINKS

LinkedIn: <https://linkedin.com/in/lisamiller-marketing>

Portfolio: <https://lisamiller.example.com/work>

REFERENCES

Derek Aboagye

Brightline Software – VP of Marketing

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Renee Calderón

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Sam Whitfield

Northgate Agency – Group Account

Director

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PROFESSIONAL SUMMARY

Marketing manager with 10+ years building and running full-funnel programs for B2B SaaS and consumer brands. Owns demand gen, lifecycle, content, and brand campaigns end to end – strategy through execution and reporting. Comfortable managing a small team plus agencies, partnering tightly with sales, and making the budget case to the executive team with a clear line from spend to pipeline.

TECHNICAL PROFICIENCIES

Marketing Automation & CRM: HubSpot, Marketo, Salesforce, Klaviyo, Customer.io, Pardot

Analytics & BI: GA4, Google Tag Manager, Looker Studio, Tableau, Hotjar, Mixpanel, UTM governance

Paid & Content: Google Ads, LinkedIn Ads, Meta Ads, 6sense/Demandbase (ABM), Semrush, Ahrefs, Webflow, WordPress

Creative & Ops: Figma (handoff), Canva, Asana, Notion, Airtable, Adobe Creative Cloud basics

PROFESSIONAL TRAINING

Pragmatic Institute — Foundations & Market certifications 02/2022 – 04/2022
Pragmatic Institute

Demand Generation Bootcamp 06/2021 – 07/2021
Demand Curve

LICENSES & CERTIFICATIONS

HubSpot Marketing Software Certification 03/2021 – 03/2025
HubSpot Academy

Google Ads Search Certification 01/2024 – 01/2025
Google Skillshop

Google Analytics 4 Certification 02/2024 – 02/2025
Google Skillshop

Pragmatic Marketing Certified (PMC-IV) 04/2022 – Present
Pragmatic Institute

EXTRACURRICULAR ACTIVITIES

Mentor 09/2020 – Present
[AMA Chicago Mentorship Program](#) · Chicago, IL

Mentor early-career marketers — 1:1 sessions on portfolio reviews, demand-gen fundamentals, and navigating the agency-to-in-house jump. Five mentees over four cohorts.

Workshop Speaker 01/2022 – Present
[General Assembly Chicago](#) · Chicago, IL

Guest-teach a few evening workshops a year on lifecycle email and marketing analytics for the digital-marketing short course.

VOLUNTEERING

Pro Bono Marketing Lead

03/2019 – Present

Chicago Cares · Chicago, IL

Run the email and social calendar for a volunteer-coordination nonprofit on a donated-time basis – roughly 4–5 hours a month – and helped relaunch their donor-appeal series.

ADDITIONAL EXPERIENCE

Freelance Marketing Consultant

01/2016 – 05/2017

Self-employed · Milwaukee, WI

Took on a handful of small clients on the side – a coffee roaster, a yoga studio, a regional nonprofit – setting up email programs, paid social, and basic analytics. Wrapped this up when I moved to Chicago.

AFFILIATIONS

Member

2015 – Present

American Marketing Association – Chicago Chapter

Member

2021 – Present

Product Marketing Alliance

POWER STATEMENT

Built Brightline's demand-gen engine from a single channel into an integrated paid/content/lifecycle program, growing marketing-sourced pipeline from **\$4M to \$19M annually** in two years while holding CAC flat – directly enabling the company's Series B.

ACCOMPLISHMENTS

- Grew marketing-sourced pipeline 4.7x in two years while holding CAC flat – a key input to a successful Series B.
- Rebuilt a DTC email program from 9% to 22% of revenue.
- Led a brand refresh and website relaunch that lifted organic conversions 28%.
- Speaker at the 2023 AMA Chicago demand-gen summit; mentor to five early-career marketers.