

Diane Kingsley

SENIOR MARKETING MANAGER

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SUMMARY

Marketing leader with twelve years in B2B SaaS spanning demand generation, lifecycle programs, and field events. Manages a team of six on a \$2.8M annual budget, delivered 38% of qualified pipeline last fiscal year, and has promoted two direct reports into management.

EXPERIENCE

Senior Marketing Manager — Northgate Software

2022 – Present

- Lead a team of 6 across demand generation, content, and events on a \$2.8M annual budget spanning four product lines
- Delivered 38% of qualified pipeline in FY25 while cutting cost per SQL 22% through channel mix rebalancing
- Mentor two marketing managers through quarterly planning and budget reviews; both earned promotions within 18 months

Marketing Manager — Beaconfield Analytics

2018 – 2022

- Built the demand-generation function from scratch; marketing-sourced revenue grew from 12% to 31% of total bookings in four years
- Launched an ABM program targeting 150 named accounts that opened 44 qualified opportunities in its first year
- Managed a \$900K media budget across paid search and LinkedIn, doubling lead volume while holding CAC flat

Marketing Specialist — Silverpine Systems

2014 – 2018

- Ran webinar and email programs producing 5,200 leads a year for a 40-rep sales team across two segments
- Owned the migration to HubSpot marketing automation, cutting campaign build time roughly in half within two quarters

EDUCATION

B.S. Marketing — University of Massachusetts Amherst

2014

SKILLS

Demand generation | Account-based marketing | Lifecycle programs | Budget planning | Positioning & messaging

HubSpot | Google Ads | Paid social | Marketing analytics | Webinars & events

Team management | Agency oversight | Executive reporting | Hiring & coaching

CERTIFICATIONS

Google Ads Certification

HubSpot Inbound Marketing Certification