

MARIN PEREZ

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SUMMARY

I'm an AI-native builder who thrives on collaborating to build repeatable marketing motions that help businesses win. Proven campaign quarterback who orchestrates paid media, lifecycle, content, events, ABM, and self-serve motions into cohesive, always-on programs, with direct pipeline accountability and a track record marketing to technical and platform buyers. A player-coach who has led teams of 14, owned multimillion-dollar budgets, and built the attribution and experimentation culture that keeps campaigns accountable to revenue.

PROFESSIONAL EXPERIENCE

Senior Director of Marketing | Pie Insurance

2023–2026

Series D Insurtech

- Exceeded pipeline targets as interim VP leading a 14-person marketing team, building an accountable, high-output culture in a highly regulated market.
- Drove 50.8% YoY revenue growth and doubled partner-sourced pipeline through integrated, multi-channel campaign strategy, with dashboards tracking marketing-sourced and influenced pipeline.
- Generated \$87M in revenue from target-account conversions in a single year by owning end-to-end ABM across new-logo and expansion accounts, covering ICP selection, buying-committee mapping, account-specific paid campaigns, and intent-informed outreach.
- Aligned marketing, product, and sales on launch readiness and shared priorities by establishing campaign planning frameworks including quarterly OKRs, campaign calendars, and KPI dashboards.
- Improved marketing-sourced pipeline contribution 35% through structured, full-funnel demand generation across complex B2B buyer journeys while keeping CAC efficient.
- Generated \$5M in incremental revenue within 12 months by leading the cross-functional "Funnel Masters" initiative, aligning marketing, product, sales, and operations on pipeline strategy and AI adoption.

Director of Digital Marketing | Bolt.com

2021–2023

Series E B2B SaaS

- Drove \$800M+ in qualified enterprise pipeline through integrated demand generation across paid, SEO, content, and named-account programs, partnering with sales on ICP targeting for technical and platform buyers of an API-first payments product.
- Sourced approximately \$200M in pipeline by scaling an ABM program targeting named enterprise accounts, covering buying-committee mapping, account-specific paid and content, and field engagement.
- Increased ROAS 30% in three months and improved CAC 45% YoY by managing a \$5M paid acquisition budget across Google Ads, LinkedIn, and programmatic through AI-driven bidding, segmentation, and budget allocation.
- Improved MQL-to-SQL conversion 26% and increased qualified pipeline velocity by partnering with product marketing on competitive analysis and positioning.
- Ran landing-page and checkout experimentation with product, optimizing conversion flows and reducing funnel drop-off across the self-serve acquisition journey.
- Launched an AI-powered SEO content strategy, driving 67% YoY growth in organic search traffic and 22% growth in owned MQLs.

PROFESSIONAL EXPERIENCE, CONTINUED

Director of Content Marketing | Kajabi

2020–2021

"Unicorn" B2B Creator Software

- Generated \$10M in ARR by leading a free-to-paid self-serve conversion program across email, paid, content, and on-page optimization, improving trial-to-paid activation for a product-led SaaS product.
- Increased organic traffic 85% and content-sourced customer conversions 125% in six months by repositioning content into integrated demand generation.

Senior Communications Manager | Microsoft

2016–2020

Global enterprise technology company serving business, technical, and platform buyers

- Drove tens of millions in directly attributed ARR and tens of millions of pageviews by leading strategy, launch, and scaling of a global content and SEO program across 38+ languages and 57+ markets.
- Attracted 1M+ net-new organic visitors per month and drove thousands of Microsoft 365 purchases by launching the Business Insights & Ideas property with optimized conversion surfaces.

Content Marketing Manager | Kahuna

2015–2016

Series B B2B SaaS

- Exceeded MQL targets every month and grew organic search traffic 305% in one year by building a content-led SEO and demand-gen program from the ground up.

Content Marketing Manager | Bluenose

2014–2015

Series A B2B SaaS

- Acquired the company's first 25 paying customers through organic search and thought leadership, building a content-led SEO and go-to-market program from the ground up.

Managing Editor | Dennis Publishing

2012–2014

International media publisher operating digital and print brands

- Grew site traffic 400% over three years by building SEO-based editorial calendars and optimizing content for search and social discovery.

CORE SKILLS

Integrated Marketing Campaigns • Demand Generation • Full-Funnel Pipeline Generation • Account-Based Marketing (1:1 / 1:few / 1:many) • Intent Data & Account-Level Measurement • Self-Serve / Product-Led Growth (PLG) Conversion • Lifecycle & Nurture Marketing • Paid Media (Search, Social, Programmatic) • Field & Event Marketing, Webinars • International Campaigns (EMEA & APJ) & Localization • ICP & Persona Segmentation • Marketing Analytics & Attribution (MQL/SQL, CAC, ROAS) • Campaign KPIs & Pipeline Dashboards • Salesforce • Marketing automation (Marketo) • 6sense • Demandbase • AI-Enabled Marketing Operations (Claude / ChatGPT) • Cross-Functional Leadership (Sales, Product Marketing, RevOps, Product)

EDUCATION

BA, Journalism | San Francisco State University