Ryan Patel

Demand Generation Manager | Digital Marketing Specialist

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PROFESSIONAL SUMMARY

B2B demand generation manager with six years in SaaS, owning paid, content and lifecycle programs that feed a sales team of 25. Manages a $1.4 million annual budget, two specialists and an agency. Measures success in pipeline and customer acquisition cost, and works closely with sales on lead quality.

PROFESSIONAL EXPERIENCE

Demand Generation Manager

Jan 2023 — Present

Torrey Pines Analytics · San Diego, CA

- Own a $1.4 million annual demand budget across paid search, LinkedIn, content syndication and events, growing marketing-sourced pipeline from $9 million to $14 million.
- Launched an account-based program for 300 target enterprise accounts with sales, producing 38 opportunities and the company's two largest new contracts last year.
- Rebuilt lead scoring in Marketo with sales operations, raising sales acceptance of marketing leads and cutting rep follow-up on poor-fit leads.
- Manage two marketing specialists and a paid media agency, setting quarterly goals and reviewing creative and budget pacing weekly.

Digital Marketing Specialist

Jun 2020 — Dec 2022

Coronado HR Solutions · San Diego, CA

- Ran Google Ads and LinkedIn campaigns with a $40,000 monthly budget, lowering cost per demo request by about 30% through keyword pruning and landing page tests.
- Wrote and launched a five-email onboarding sequence for trial users that increased trial-to-paid conversion and became the template for later products.
- Built monthly channel reports in Salesforce and Google Analytics, giving the VP of marketing a consistent view of spend versus pipeline.

EDUCATION

BA, Communication — Pacific Mesa University **2020**

SKILLS

Technical: Demand generation, Paid search and paid social, Account-based marketing, Marketo, Salesforce, Google Ads, LinkedIn Ads, Attribution and reporting, Content strategy, A/B testing, Budget management, Agency management

Certifications: Google Ads Search Certification