

Martin Grimes

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SUMMARY

Demand generation leader with eight years of B2B SaaS marketing experience building full funnel acquisition programs, launch motions, and measurable pipeline across **self serve** and sales assisted channels. Hands on work spans content strategy, paid media, SEO, **lifecycle nurture**, marketing automation, conversion optimization, and agency direction. Career progression reflects increasing ownership, from campaign coordination through demand strategy and launch leadership. Built websites, campaign systems, **nurture journeys**, reporting frameworks, and acquisition models from scratch while partnering closely with **inside sales** and external specialists. Uses signup volume, MQL creation, acquisition cost, conversion rates, acceptance quality, and downstream pipeline signals for practical decisions. Brings SaaS launch experience, strong automation fluency, disciplined experimentation, and a steady focus on balancing demand volume with conversion quality and efficient customer acquisition.

EXPERIENCE

Senior Demand Generation Manager

January 2023 - Present

BrightPath SaaS

Raleigh, NC

Leads acquisition strategy for a workflow SaaS offering, connecting website conversion, free trials, paid programs, organic content, lifecycle journeys, agency delivery, and shared funnel reporting. Owns planning across self serve and sales assisted demand while giving inside account executives stronger engagement context and clearer lead quality signals.

- Built a unified trial funnel linking website conversion, **paid media**, organic content, and **lifecycle journeys**.
- Owned signup and MQL plans, reallocating spend through acquisition cost and sales acceptance reviews.
- Launched high intent **SEO** pages with retargeting and nurture sequences for workflow software buyers.
- Designed activation journeys with behavioral follow up, improving context shared with **inside account executives**.
- Directed demand agency testing across media, creative, audiences, and performance reviews.
- Established dashboards tracking **signup volume**, MQL cost, stage **conversion**, and acceptance quality.

Demand Generation Manager

April 2020 - December 2022

SignalHarbor Software

Durham, NC

Managed integrated B2B SaaS demand programs for **mid market** audiences across **paid acquisition**, content, SEO, webinars, email nurture, account focused programs, and sales alignment. Guided internal and external specialists through campaign architecture, automation, testing, reporting, and lead quality decisions tied to downstream pipeline.

- Managed paid search, paid social, content syndication, SEO, webinars, and nurture **campaigns**.
- Reworked campaign architecture around buyer stage, intent, offers, and **inside sales** follow up.
- Built scoring, routing, and nurture logic in **marketing automation**, reducing manual lead triage.
- Tested landing pages, forms, offers, audiences, and messages with cost and conversion data.
- Analyzed rejected MQLs with sales operations, refining targeting and qualification rules.
- Managed paid media, SEO, and **content** specialists through briefs, priorities, and reporting standards.

Demand Generation Specialist

June 2018 - March 2020

Cedar Grove Cloud

Greensboro, NC

Executed multichannel demand programs for subscription software, supporting email, paid search, organic content, webinars, landing pages, marketing automation, SEO, attribution, and **inside sales** alignment. Turned campaign activity into actionable funnel insight through disciplined tracking, workflow building, and conversion analysis.

- Executed email, paid search, organic content, webinar, and landing page campaigns.
- Built segmented workflows with lead capture, nurture sequences, scoring updates, and sales alerts.
- Created campaign briefs and conversion paths connecting buyer problems with funnel stages.
- Monitored traffic, leads, MQLs, acquisition cost, and stage conversion for optimization decisions.
- Mapped priority queries to content, improving SEO execution and organic conversion tracking.
- Supported sales alignment through source attribution, lead context, and pipeline feedback reviews.

Marketing Coordinator, B2B Programs

July 2017 - May 2018

MarketBridge Digital

Charlotte, NC

Supported concurrent B2B acquisition launches through campaign coordination, email deployment, paid media assets, landing pages, content operations, marketing automation, reporting, research, and quality assurance. Built an analytical foundation for later full funnel ownership while working under senior strategist guidance.

- Coordinated campaign calendars, email deployments, **paid media** assets, landing pages, and content.
- Configured forms, lists, workflows, and tracking fields in **marketing automation** systems.

- Prepared weekly funnel reports covering inquiries, conversions, sources, and campaign costs.
- Conducted keyword and competitor research for SEO and paid search recommendations.
- Quality checked landing pages, forms, tracking parameters, and nurture paths before launch.
- Documented campaign results and testing observations for client review and future planning.

PROJECTS

Workflow SaaS Launch Funnel 📅 2023

Partnered with product, sales, and creative teams to connect launch website experiences, free trials, paid acquisition, organic content, and lifecycle journeys into one measurable acquisition path.

Mid Market Nurture Program 📅 2022

Worked with inside sales and marketing operations to build stage based nurture journeys, clarify lead context, and create smoother handoffs for mid market prospects.

LEADERSHIP & AWARDS

- Recognized by senior leadership for building a unified acquisition model supporting workflow SaaS launch planning.
- Selected to direct external demand specialists across media testing, audience development, creative reviews, and reporting.
- Earned internal recognition for improving shared visibility across signup volume, MQL cost, conversion, and acceptance quality.

EDUCATION

Bachelor of Science in Marketing

2017

University of North Carolina at Charlotte GPA: 0

Charlotte, NC

Coursework: B2B Marketing, Digital Marketing, Marketing Analytics, Consumer Behavior

CERTIFICATIONS

- Google Analytics Certification 📅 2025
- HubSpot Marketing Software Certification 📅 2024

TECHNICAL SKILLS

- **Demand Generation:** Inbound marketing, Full funnel marketing, Pipeline development
- **Paid Media:** Paid search, Paid social, Retargeting
- **SEO:** Keyword research, On page SEO, Organic conversion
- **Content Marketing:** Content strategy, Content syndication, Landing pages
- **Lifecycle Marketing:** Email nurture, Trial activation, Behavioral follow up
- **Marketing Automation:** Lead scoring, Lead routing, Workflow automation
- **Analytics Platforms:** Google Analytics, Funnel dashboards, Source attribution
- **Conversion Optimization:** A B testing, Forms, Conversion paths
- **Account Based Marketing:** ABM programs, Audience development, Account focused campaigns
- **Sales Operations:** MQL acceptance, Lead quality, Inside sales alignment
- **Campaign Management:** Campaign calendars, Campaign tagging, Performance reporting
- **SaaS Marketing:** Product led growth, Self serve acquisition, Sales assisted demand

SKILLS

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|-------------------------|--------------------------|-----------------------|------------------------|
| • B2B demand generation | • Self serve acquisition | • Content marketing | • Nurture programs |
| • SaaS | • Mid market marketing | • Paid media | • Marketing automation |
| • Full funnel marketing | • Trial signups | • SEO | • ABM |
| • Product led growth | • MQL generation | • Lifecycle marketing | |

PROFESSIONAL AFFILIATIONS

- American Marketing Association, professional member focused on demand generation and marketing analytics.
- SaaS Marketing Association, participant in peer discussions about lifecycle programs, acquisition, and growth operations.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST