

HANNAH OWEN

Marketing Growth Leader

PROFESSIONAL SUMMARY

Experienced marketing leader with over 13 years of experience in B2B SaaS startups, excelling in growth strategy, brand development, and demand generation. Demonstrates a visionary approach to crafting data-driven marketing strategies that significantly boost revenue and brand awareness. Passionate about leveraging advanced tools like Salesforce, Google Analytics, LinkedIn, Google Ads, and Hubspot to optimize marketing performance and foster cross-functional collaboration for accelerated growth.

EMPLOYMENT HISTORY

SENIOR DEMAND GENERATION MANAGER

Sep 2022 - Present

Matik

San Francisco

- ◆ Drive demand generation, increasing leads by 1,800% and creating \$22.5M pipeline.
- ◆ Boost website traffic to 10k monthly visits through optimized media and SEO strategies.
- ◆ Enhance conversion tracking and funnel efficiency with new marketing tools.
- ◆ Execute content syndication and paid campaigns to elevate lead acquisition.
- ◆ Manage marketing operations, ensuring measurable results in lead conversion.
- ◆ Implement comprehensive funnel analytics and conversion tracking systems, driving measurable improvements in lead qualification and marketing ROI
- ◆ Pioneer multi-channel demand generation strategies through content syndication and targeted paid campaigns, establishing robust lead acquisition frameworks

SENIOR DEMAND GENERATION MANAGER

Nov 2021 - Sep 2022

Casted

Indianapolis

- ◆ Developed demand funnel strategy, boosting revenue by \$600K with 29 deals in 6 months.
- ◆ Crafted persona-specific content, generating 709 new leads and 2,273 influenced contacts.
- ◆ Executed media and SEO strategies, increasing organic traffic and brand awareness.
- ◆ Designed landing pages and ad creatives, enhancing lead generation and demand.
- ◆ Implemented strategies to drive measurable growth in brand recognition and engagement.

DEMAND GENERATION MANAGER

Jun 2020 - Oct 2021

Ironclad (Acquired PactSafe in March 2021)

San Francisco

- ◆ Optimized digital ads, doubling CTR in 1.5 months; Facebook/Instagram: 0.67% CTR.
- ◆ Managed ABM, SEM, PPC strategies, enhancing conversion rates and pipeline coverage.
- ◆ Developed targeted lead nurturing, resulting in 2.26% conversion rate.
- ◆ Implemented Google Ads with 0.54% CTR, improving demand generation.
- ◆ Orchestrated multi-channel demand generation campaigns driving \$157K ARR, achieving 9.48% CTR and 2.26% conversion rate through strategic funnel optimization

DEMAND MARKETING MANAGER

Aug 2019 - May 2020

Covance

Indianapolis

- ◆ Drove demand generation campaigns via email, social media, and events, boosting pipeline growth.
- ◆ Analyzed campaign data to refine strategies, achieving measurable improvements in marketing ROI.
- ◆ Collaborated with teams to enhance marketing initiatives, resulting in increased engagement.
- ◆ Provided insights that led to strategic adjustments, significantly impacting overall campaign success.

DIGITAL MARKETING MANAGER

Aug 2017 - Aug 2019

Healthx (Acquired by Zipari)

Indianapolis

- ◆ Developed digital marketing strategies, boosting email list to 11K with high engagement.
- ◆ Managed cross-channel campaigns, surpassing MQL and revenue targets.
- ◆ Implemented SEO, content, and paid media plans, enhancing brand visibility.
- ◆ Led team in executing demand marketing, achieving measurable results.
- ◆ Enhanced marketing efforts, driving significant growth in audience reach.

VARIOUS MARKETING ROLES

Community Health Network | MOBI (Acquired by Tangoe)

2012 - 2017
Indianapolis

Managed marketing programs, content development, event strategy, and lead generation campaigns.

- Created and executed trade show sponsorship programs with budgets ranging from \$2K to \$1M.

EDUCATION

BACHELOR OF ARTS, COMMUNICATION (PUBLIC RELATIONS & RHETORICAL ADVOCACY)

Purdue University-Main Campus

Aug 2008 - May 2011

West Lafayette, IN

SKILLS

Demand Generation (*Expert*), Growth Strategy (*Experienced*), Account-Based Marketing (*Experienced*), SEO (*Experienced*), SEM (*Experienced*), Paid Media (*Expert*), Product Marketing (*Skillful*), Marketing Operations (*Experienced*), Content Strategy (*Experienced*), Brand Development (*Experienced*), Lead Nurturing (*Expert*), Marketing Automation (*Experienced*), Pipeline Analytics (*Experienced*), Adobe (*Skillful*), Figma (*Skillful*), Pardot (*Experienced*), HubSpot (*Expert*), Marketo (*Skillful*), Salesforce (*Experienced*), Webflow (*Skillful*), SEMrush (*Skillful*).

LINKS

LinkedIn: [linkedin.com](https://www.linkedin.com), Website: hannah-owen.com.

ADDITIONAL INFORMATION

AWARDS & VOLUNTEERISM

- Acting with Purposeful Urgency Award (2025) – Optimized a product launch beta program through data-driven experimentation
- Making a Difference Award (2019, Healthx) – Recognized for significant contributions to marketing growth
- Event Committee Director (Brackets for Good, 2013 - 2017)