# DANIELLE OKAFOR

*Marketing Manager | B2B Demand Generation and Paid Media*

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## SUMMARY

Marketing manager with 8 years of experience in B2B software and direct-to-consumer e-commerce. Own a $4.2M annual program budget and lead a team of 4 at a 600-employee software company. Grew marketing-sourced pipeline from $18M to $31M in 2 years and cut customer acquisition cost (CAC) by 22%. AMA Professional Certified Marketer (PCM); Google Ads and HubSpot certified.

## EXPERIENCE

### Marketing Manager, Demand Generation — *Cedarline Software*

Mar 2022–Present

B2B software company with 600 employees that sells production scheduling software to mid-size manufacturers.

- Own a $4.2M annual program budget across paid search, paid social, events, webinars, and content; report spend, pipeline, and CAC to the chief marketing officer each month.
- Lead a team of 4 (2 campaign managers, 1 content marketer, 1 marketing operations specialist) and manage 2 outside agencies.
- Grew marketing-sourced pipeline from $18M in 2023 to $31M in 2025 with account-based campaigns for 400 target accounts.
- Cut blended CAC from $14,200 to $11,100 (22%) by moving 30% of the event budget to paid search and webinars.
- Raised the demo-request conversion rate on the pricing page from 2.1% to 3.4% with 11 A/B tests in 2025.

### Digital Marketing Manager — *Greenhollow Outfitters*

Jan 2020–Feb 2022

Direct-to-consumer outdoor apparel brand with $45M in annual online sales.

- Managed $2.6M per year in Google Ads and Meta ad spend; raised return on ad spend (ROAS) from 3.2 to 4.6 in 18 months.
- Launched an email and SMS program in Klaviyo that grew to 210,000 subscribers and 24% of online revenue.
- Cut cart abandonment from 74% to 66% with a 3-email reminder series and a shorter checkout.
- Planned 4 seasonal launches per year with the merchandising team; the fall 2021 launch sold 92% of its stock in 6 weeks.
- Hired and managed 2 marketing coordinators and 1 freelance designer.

### Marketing Specialist — *Larch & Vale Digital*

Jun 2018–Dec 2019

Digital marketing agency with 35 employees and 20 retail and software clients.

- Ran paid search campaigns for 8 clients with a combined budget of $90,000 per month.
- Wrote and tested landing pages for 5 clients; the average conversion rate rose from 2.8% to 4.0%.
- Built a Looker Studio report template that cut monthly reporting time from 6 hours to 2 hours per client.
- Wrote 40 blog posts and 6 e-books for software clients; organic sessions for the 2 largest clients rose 55% in 12 months.

## EDUCATION

### Eastbrook State University

May 2018

*Bachelor of Business Administration in Marketing*

## SKILLS

**Marketing:**

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| | Demand generation, Account-based marketing (ABM), Paid search and paid social, Email and lifecycle marketing, Budget management, Product launches, A/B testing |
| **Analytics:** | Pipeline and funnel reports, CAC and ROAS analysis, Multi-touch attribution, Google Analytics 4, Tableau, Excel |
| **Platforms:** | HubSpot, Salesforce, Google Ads, LinkedIn Campaign Manager, Meta Ads Manager, Klaviyo, Canva |
| **Leadership:** | Team of 4 direct reports, Agency management, Sales and marketing alignment |

## CERTIFICATES

**Professional Certified Marketer (PCM), Digital Marketing** Apr 2024
*American Marketing Association*

**Google Ads Search Certification** Mar 2026
*Google*

**Inbound Marketing Certification** Sept 2025
*HubSpot Academy*

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