

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:

Analytics: Demand generation, Account-based marketing (ABM), Paid search and paid social, Email and lifecycle marketing, Budget management, Product launches, A/B testing
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