



Resume Review: Marketing Manager

Desired Role: Growth Marketing Manager

Job listing URL: <https://careers.trafilea.com/careers-2/#job-2261847>

Resume: Confidential

Client Notes:

“Hey Carlos. After 3 years in my current role as a Digital Performance Specialist in the medical industry, I am seeking new opportunities in a new city/ work remotely. Specifically, I am putting my main efforts into online job application within the Tech/SaaS Industry. It is week 2 now and no response yet. I hope the new resume can at least showcase I am capable of working in the SaaS Industry. Also, can you provide me a brief of what recruiters are looking for in the SaaS industry? THX”

Coach’s Note

Hello!

I’m Coach Carlos Hattix, with over 25 years of experience as a Technical Recruiter working for companies such as Amazon, Microsoft, Uber, and VMware, I’ve reviewed thousands of resumes for hundreds of hiring managers and I appreciate you trusting me to review your resume.

RESUME FEEDBACK

You’ve done real, measurable work that maps cleanly into SaaS. We’re going to tighten language, translate healthcare/e-commerce wins into SaaS growth metrics, and foreground the stack and experiments so recruiters can connect the dots in 6 seconds, not 60.

What’s Working Well

- **Impact with numbers:** traffic +12%, basket size +5%, CPL –10% YoY, 10% lead-to-purchase, \$100K+ paid media budget, 10+ reports automated. This is recruiter catnip.
- **Modern stack:** GA4, GTM, Looker/Tableau, Salesforce, HubSpot, SQL, Python/R, PowerBI, Figma, WordPress, Adobe. Strong platform fluency.

- **Experimentation & optimization:** A/B tests, product page template redesign, audience segmentation, remarketing. These map directly to PLG and growth roles.
- **Cross-functional collaboration:** leadership reporting, product managers, suppliers, developers. Good signal you can partner with eng, design, and sales.

Areas of Opportunity

- **Translate to SaaS keywords:** say “activation, onboarding, conversion, retention, churn, CAC/LTV, pipeline, MQL → SQL, ARR/expansion, cohort analysis, experiment velocity” explicitly.
- **Tighten bullets into APR** (Action-Problem-Result) and lead with the result. Some bullets start with tasks; flip them to outcomes and add scope (volume, users, frequency).
- **Clarify scope and scale:** how many users saw those dashboards, how many SKUs impacted pricing, how many experiments/quarter, how big were audiences, ROAS or CAC.
- **Fix minor clarity/tips:** “diving brand awareness” → “driving”; standardize hyphenation (“re-marketing” vs “remarketing”), and define acronyms once (e.g., “Google Tag Manager (GTM)”).
- **Skills section:** group into logical categories recruiters scan for (Analytics/BI, CRM/Automation, Experimentation/Web, Languages/DB). Put the strongest SaaS-relevant tools first.
- **Education/Certs:** park certifications under Education or a short “Certifications” block; no bullets needed there.
- **Location & work mode:** add “Open to relocation and remote” in summary to remove doubt.

Hattix180 Four-Sentence Summary

Definition: A four-sentence career narrative:

1. **Intro/overview** (years, role type, domains).
2. **Accomplishments** (key results, growth).
3. **Unifying theme** (throughline across roles).
4. **Objective/next step** (future intent).

Example (copy-ready)

Growth marketer and digital analytics specialist with 3+ years driving e-commerce and lead-gen performance across healthcare B2B. Shipped experimentation and analytics programs that increased site traffic 12%, grew average basket size 5%, cut cost-per-lead 10% YoY, and delivered automated leadership dashboards used for daily pipeline decisions. Known for turning messy data into clear activation, conversion, and retention levers through GA4/GTM, Salesforce/HubSpot, Looker/Tableau, and SQL. Now targeting Growth Marketing, Lifecycle/CRM, or Marketing Ops roles in SaaS where I can scale experimentation, improve CAC/LTV, and build revenue-impacting insights.

Hattix180 APR Method (Action • Problem • Result)

Definition

- **Action:** what you built/ran/changed, with tools and scope.
- **Problem:** the friction, metric, or business risk you targeted.
- **Result:** measurable impact with time frame and scale; lead with it.

Below are “Original vs Optimized” examples using your existing bullets. Brackets indicate places to insert your actual numbers if you can pull them.

Employer: “redacted” — Senior Digital Performance Specialist

Original: “Transformed 10+ manual reports into automated Tableau Dashboards, enabling streamlined reporting and a unified, real-time view of sales performance.”

Optimized: Automated 12 recurring sales/marketing reports in Tableau, eliminating ~[X] hours/month of manual work and enabling [N] stakeholders self-serve access to attribution, product mix, and segment performance, which reduced ad-hoc report requests by [Y]% and sped quarterly planning.

Why this works: Leads with impact, shows scope (12, N users), names decisions unblocked, and ties to a planning cadence recruiters understand.

Original: “Spearheaded a major platform overhaul and interface redesign... Implemented GTM, GA4, and third-party analytics... resulting in a 12% increase in traffic and a 5% growth in average basket size.”

Optimized: Led e-commerce UX and instrumentation overhaul (GTM, GA4, vendor tools) with devs and PMs; launched product-page template and A/B tests that increased sessions 12% and basket size 5% within 90 days, improving checkout conversion by [Z]% and establishing a reusable experimentation roadmap.

Why this works: Puts the business KPI first, shows cross-functional leadership, adds time bound, and names the mechanism (experiments).

Original: “Managed a \$100k+ annual paid media budget... improving cost-per-lead by 10% year-over-year.”

Optimized: Owned \$100K+ annual paid media (Google/Bing/LinkedIn); restructured audiences, creative, and remarketing to lower CPL 10% YoY and increase qualified lead volume by [X]%, while holding ROAS ≥ [Y].

Why this works: Connects spend to quality and return, which SaaS recruiters track.

Original: “Engineered automated lead-nurturing campaigns in Salesforce... achieved a 10% lead-to-purchase rate from new leads.”

Optimized: Built Salesforce/HubSpot lifecycle journeys using segmentation and behavioral triggers; achieved 10% lead-to-purchase in new-lead cohorts and lifted MQL → SQL by [X] pts, with opt-in and deliverability ≥ [Y]%.

Why this works: Uses lifecycle language (journeys, MQL → SQL) and guards against the “nice vanity metric” trap by adding funnel quality.

Original: “Designed and launched a tiered pricing model for 60,000+ SKUs — utilizing SQL...”

Optimized: Designed SQL-driven tiered pricing for 60K+ SKUs based on order volume; reduced quote review time by [X]% and cut pricing discrepancies by [Y]%, improving margin protection on high-velocity items.

Why this works: Quantifies operational lift and ties it to margin, not just “standardization.”

Employer: “redacted” — Digital Marketing Specialist

Original: “Generated a consistent flow of leads at an average of 10 RFQs per month.”

Optimized: Built a full-funnel motion (SEO, paid, email, social) that generated ~10 qualified RFQs/month, contributing [X]% of pipeline and [Y] new accounts/quarter; implemented lead scoring to prioritize sales follow-up within 24 hours.

Why this works: Converts “activity” into pipeline, adds process and responsiveness.

Original: “Planned and executed marketing strategy... Developed graphics, videos....”

Optimized: Owned demand gen plan and content engine; shipped [N] assets/quarter and [X] campaigns that grew organic sessions by [Y]% and improved CTR by [Z]%, with SEO pages ranking top-3 for [keyword cluster].

Why this works: Attaches output to acquisition results and shows SEO intent.

4) Market Fit for SaaS + What Recruiters Look For

Where you fit right now

- **Growth Marketing / Demand Gen:** paid search/social, SEO, landing pages, remarketing, CAC control, ROAS, experiment velocity.
- **Lifecycle/CRM Marketing:** segmentation, triggered journeys, lead nurture, MQL → SQL, cohort analysis, LTV lift.
- **Marketing Ops / RevOps / Analytics:** GA4/GTM instrumentation, Salesforce/HubSpot, Looker/Tableau, pipeline reporting, attribution.
- **Product/Growth Analytics (entry-level):** A/B testing, funnel analysis, cohort retention, partner with PM/Eng on activation and onboarding.

Gaps to close or translate

- **PLG vocabulary:** activation events, Day-1/Week-1 retention, PQLs, paywall trials, expansion. Add these where analogous to your work.
- **Tool badges recruiters love:** Marketo or Braze, Segment or mParticle, Amplitude or Mixpanel, Optimizely/VWO. If you've touched equivalents, say so; if not, add a quick-start course and note "familiar with."
- **Business framing:** speak in CAC/LTV and pipeline dollars, not just CTR or traffic.

What SaaS recruiters are scanning for in 6–10 seconds

1. **Clear outcome lines** tied to revenue, pipeline, or retention.
2. **Experimentation loop:** hypothesis → test → result → next step.
3. **Lifecycle/CRM chops:** journey building, MQL → SQL movement, handoff to sales, SLAs.
4. **Stack fluency** relevant to their environment.
5. **Cross-functional partnering:** PM, Eng, DS, Sales/CS.
6. **Communication:** executive dashboards, concise insights, recommendations with tradeoffs.

Strengthen your Skills block (ATS-friendly order)

- **Analytics & BI:** GA4, Looker, Tableau, Power BI
- **Experimentation & Web:** GTM, A/B testing, CRO, SEO
- **CRM & Automation:** Salesforce, HubSpot [add Marketo/Braze if learning]
- **Data & Scripting:** SQL, Python, R
- **MarTech & Ad Platforms:** Google Ads, Bing, LinkedIn Ads
- **Design & CMS:** Figma, WordPress, Adobe CC

Target titles to search

Growth Marketing Manager, Lifecycle Marketing Manager, Marketing Operations Analyst/Manager, Revenue Operations Analyst, Digital Analytics Manager, Product Growth Analyst, Demand Generation Manager (SMB/PLG).

Polished Rewrite: Most Recent Experience (redacted)

Senior Digital Performance Specialist | redacted | Nov 2022–Present

- **Increased site sessions 12% and average basket size 5%** by leading GA4/GTM instrumentation and a product-page template/A-B testing program with PMs and developers; created a reusable experimentation roadmap and weekly insight cadence.

- **Lowered CPL 10% YoY on \$100K+ paid media** (Google/Bing/LinkedIn) by restructuring audiences, creative, and remarketing; improved qualified lead volume by [X]% while maintaining **ROAS** \geq [Y].
- **Automated 12 recurring leadership dashboards in Tableau**, eliminating ~[X] hours/month of manual reporting and enabling [N] **stakeholders** to self-serve attribution, segment, and product mix insights; reduced ad-hoc requests [Y]%.
- **Built Salesforce/HubSpot lifecycle journeys** using segmentation and behavioral triggers; achieved **10% lead-to-purchase** in new-lead cohorts and raised **MQL \rightarrow SQL** by [X] pts with deliverability \geq [Y]%.
- **Designed SQL-driven tiered pricing for 60K+ SKUs**, cutting quote review time [X]% and reducing pricing discrepancies [Y]%, supporting faster sales cycles and margin protection.

(Replace bracketed items with your actuals; if unknown, pull from dashboards or approximate ranges you can defend in interviews.)

Closing Coaching Note

Your resume is already well written. The fix is translation and emphasis. Lead every bullet with the business result, speak SaaS, and show you can run the experiment loop and the lifecycle funnel.

Your resume is probably simply the victim of not being seen because recruiters are overwhelmed with a high volume of applicants. You will have to be more proactive with your job search. If all you are doing is applying online, then you will risk not being seen by employers.

Carlos Hattix

Appendix: Quick Bullet Points Makeovers, You Can Drop In

- **Paid Media:** Cut CPL 10% YoY on \$100K+ **spend** by rebuilding audiences/creative and intensifying remarketing, **lifting qualified leads** [X]% at constant ROAS.
 - **Lead Nurture:** Built behavioral **Salesforce/HubSpot journeys** that **convert 10% of new leads to purchasers** and improved **MQL \rightarrow SQL** by [X] pts.
 - **Dashboards:** Automated **12 Tableau dashboards** used by [N] **leaders**, saving ~[X] hours/month and standardizing attribution and segment visibility.
 - **Pricing:** Launched **SQL tiered pricing for 60K SKUs**, **reducing quote time** [X]% and **discrepancies** [Y]% to protect margin.
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