Malcolm Rios

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My Key Qualifications

- **9 years in B2B SaaS demand generation and performance marketing**, one unbroken run from Samsara in 2017 through Asana today, clearing the 7-year bar.
- Owns a **$3.2M annual media budget** at Asana, improving blended CAC 14% via quarterly forecast models and segment-level spend shifts.
- Directed digital channel strategy across paid search, paid social, retargeting, display, SEO, and lifecycle, influencing **$18.4M in sourced pipeline in FY2026**.
- **Lifted paid-traffic landing page conversion from 3.9% to 5.1%** through a statistically sound A/B testing roadmap across creative, bidding, and form experiences.
- Hands-on across **Google Ads, LinkedIn Campaign Manager, Meta Ads Manager, Google Analytics 4, HubSpot, Salesforce, and Tableau** for executive reporting.
- Cut month-end reporting turnaround **from 5 business days to 2** by standardizing campaign taxonomy and rebuilding dashboard logic across Salesforce, HubSpot, GA4, and Tableau.
- **6sense-driven ABM** at Asana lifted SQL volume from target accounts 21% year over year through coordinated LinkedIn, retargeting, and lifecycle plays.

Experience

Senior Digital Marketing Manager — **Asana**, a B2B work management SaaS

Mar 2023 – Present · 3 yrs 8 mos

- Own digital strategy and channel execution across paid search, paid social, retargeting, display, SEO, affiliate, and lifecycle programs, influencing $18.4M in sourced pipeline in FY2026 by reallocating spend by segment performance and aligning campaign architecture to funnel stages.
- Manage a $3.2M annual media budget across North America and EMEA with quarterly forecast models and KPI targets, improving blended CAC 14% by shifting budget toward higher-converting audiences and cutting underperforming display and paid social placements.
- Built a testing roadmap across ad creative, bidding, landing pages, and form experiences, raising paid-traffic landing page conversion rate from 3.9% to 5.1% through statistically sound A/B tests and iterative CRO releases with web and content teams.
- Improved attribution and executive reporting across Salesforce, HubSpot, Google Analytics 4, and Tableau, reducing month-end reporting turnaround from 5 business days to 2 by standardizing campaign taxonomy and rebuilding dashboard logic with sales operations.
- Expanded account-based support for enterprise opportunities using 6sense segments and sales-supplied account lists, lifting SQL volume from target accounts 21% year over year with coordinated LinkedIn, retargeting, and lifecycle plays.
- Manage external agencies and key platform relationships, set standards for campaign setup, tracking, and measurement, mentor junior marketers, and present investment recommendations to senior leadership.

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Digital Marketing Manager — Okta

Jan 2020 – Feb 2023 · 3 yrs 1 mo

- Owned campaign planning and optimization across paid search, paid social, retargeting, and email nurture for SMB and mid-market demand generation.
- Scaled Google Ads and LinkedIn acquisition programs by launching new audience segments, revising bidding strategy, and expanding high-intent keyword coverage, growing marketing-qualified leads 33% year over year.
- Redesigned lifecycle nurture paths in HubSpot for trial and demo audiences, segmenting by persona and product interest and rebuilding email sequences around funnel-stage behavior, improving MQL-to-SQL conversion from 22% to 29%.
- Strengthened Salesforce campaign structure and attribution reporting by standardizing campaign member statuses and reconciling lead-source fields with operations, increasing opportunities with complete source attribution from 76% to 91%.

Digital Marketing Specialist — Samsara, B2B SaaS (connected operations cloud)

Jan 2017 – Dec 2019 · 2 yrs 11 mos

- Owned paid search and retargeting programs for demo acquisition, cutting cost per lead by 18% by refining keyword groupings, tightening audience exclusions, and pausing lower-intent placements in Google Ads.
- Ran A/B and CRO testing on the core demo-request landing pages with the web team, lifting conversion rate from 2.8% to 3.6% through shorter forms and a revised CTA hierarchy.
- Supported SEO updates and landing page testing in partnership with content and web teams for lead-generation programs.

Marketing Coordinator — BlackLine, financial close and accounting automation software (B2B SaaS)

Nov 2015 – Dec 2016 · 1 yr 1 mo

Improved webinar campaign operations for recurring lead-generation programs, lifting on-time campaign launches from 8 of 12 to 11 of 12 per quarter by building a standardized checklist covering email assets, list uploads, and tracking verification.

Education

- **University of California, Davis** — Bachelor of Science in Managerial Economics · 2011 – 2015

Skills

- **Advertising & Marketing Platforms:** Google Ads, LinkedIn Campaign Manager, Meta Ads Manager, HubSpot, 6sense
- **Analytics, CRM & Reporting:** Google Analytics 4, Salesforce, Tableau, Attribution, Forecast Modeling
- **Optimization:** Conversion Rate Optimization, Lifecycle Marketing