Caleb Ibarra

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My Key Qualifications

- **5 years in B2B demand generation**, from PowerDMS in 2021 through current Marketing Manager role at ServiceTitan.
- Owns end-to-end integrated campaigns at ServiceTitan across email, paid search, paid social, webinars, and events, influencing **$3.4M in pipeline** over the last 12 months.
- Hands-on with the full stack this role runs on: **HubSpot, Salesforce, Google Analytics 4, Google Ads, and LinkedIn Campaign Manager**, plus Looker Studio dashboards.
- Cut blended cost per lead **from $148 to $121** in 2 quarters by restructuring paid search and LinkedIn budgets by segment and intent theme.
- Lifted MQL-to-SQL conversion **from 24% to 31%** redesigning 8 nurture flows in HubSpot.
- Led A/B testing across landing pages, ad copy, and email CTAs, lifting average landing page conversion from 6.2% to **7.5% across 11 tests**.
- Markets workflow software to mid-market service businesses across North America, with quarterly planning, budget allocation, and freelancer management.

Experience

Marketing Manager — **ServiceTitan**, B2B SaaS for trades and field service businesses

Jun 2023 – Present · 3 yrs 5 mos

- Own end-to-end campaign strategy and execution for integrated demand generation programs across email, paid search, paid social, webinars, content syndication, and field events, influencing $3.4M in pipeline over the last 12 months.
- Restructured paid search and LinkedIn budgets by audience segment and intent theme, lowering blended cost per lead from $148 to $121 within 2 quarters by shifting spend toward higher-converting programs.
- Redesigned 8 HubSpot nurture flows for demo follow-up and webinar registrants, lifting MQL-to-SQL conversion from 24% to 31% through updated messaging, timing, and CTA sequencing.
- Led A/B testing across landing pages, ad copy, and email CTAs, improving average landing page conversion rate from 6.2% to 7.5% across 11 completed tests and rolling winning variants into always-on campaigns.
- Built a monthly funnel dashboard in Looker Studio with source data from Salesforce and HubSpot, standardizing SQL, CPL, and pipeline views and cutting manual reporting time by 6 hours per month.
- Partner with sales, product marketing, and content teams on campaign briefs, nurture flows, landing pages, and follow-up programs, and manage external freelancers for design and webinar support.

Sample resume made with Specific Resume · specificresume.com

Demand Generation Specialist — **PowerDMS**, B2B SaaS for policy, training, and accreditation management

Nov 2021 – May 2023 · 1 yr 6 mos

- Owned webinar and gated-content campaigns for public sector and healthcare segments, generating 1,420 MQLs in 2022 through segmented invites, registration pages, reminder flows, and SDR follow-up paths.
- Optimized paid search campaigns around higher-intent keyword groups, cutting cost per lead 19% over 9 months by refreshing ad copy, tightening match types, and updating landing page messaging with the content team.
- Built recurring funnel reports for campaign reviews in HubSpot and Salesforce, fixing weekly reporting accuracy from 3 data-mapping errors to 0 in one quarter and documenting the reporting logic in Excel.

Education

- **University of Illinois Chicago** — Bachelor of Science in Marketing · 2017 – 2021

Skills

- **Marketing Tools:** HubSpot, Salesforce, Google Analytics 4, Google Ads, LinkedIn Campaign Manager, Looker Studio
- **Marketing Methods:** Demand Generation, Lifecycle Marketing, Audience Segmentation, A/B Testing

Certifications

- **HubSpot Marketing Software** – HubSpot (2022)