



Theo Hayes

Senior Marketing Manager — B2B SaaS Demand Generation

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Summary

Demand generation lead with 5+ years scaling pipeline for B2B SaaS companies in developer tools and analytics. Combines paid acquisition operating discipline with hands-on content production. Comfortable owning a number — pipeline-attributed revenue — and walking the journey from first-touch to closed-won with the sales team.

Experience

Senior Marketing Manager — Demand Gen, Mixpanel – London, UK Jan 2023 – present

Owns EMEA paid acquisition and the global content programme for product analytics audiences.

- Grew marketing-sourced pipeline 47% YoY by re-allocating 30% of paid spend from broad audiences to intent-based BOFU campaigns; CAC payback dropped from 14 to 9 months.
- Built the customer marketing motion from scratch — 18 case studies in 12 months, now responsible for 22% of marketing-influenced pipeline.
- Launched a quarterly virtual event series; 6K registrations and EUR 2.1M of pipeline generated over the year.

Marketing Manager, Hotjar – Remote (UK) Apr 2020 – Dec 2022

Cross-channel marketing for the SMB segment; reported into the head of growth.

- Owned the SEO content programme; organic sign-ups grew from 12K to 34K monthly across the two-year period.
- Restructured the lifecycle email programme; activation-stage engagement up 28%, paid plan attach rate up 11%.

Demand Generation Specialist, Brandwatch – Brighton, UK Aug 2018 – Mar 2020

Programmatic and search advertising across enterprise verticals.

- Took ownership of the EMEA Google Ads account; consolidated 14 campaigns into 4 themed structures, reducing CPL by 37%.

Education

King's College London, MSc in Digital Marketing Sept 2016 – June 2018

University of Bristol, BA (Hons) in English Literature Sept 2012 – June 2015

Skills

Demand generation: Paid search, paid social, programmatic, intent data (6sense), retargeting

Content & SEO: Editorial planning, content briefs, on-page SEO, link earning, ghostwriting

Lifecycle & email: Iterable, Customer.io, segmentation, behavioural triggers, A/B testing

Analytics: GA4, Looker, Salesforce reports, attribution modelling, cohort analysis

Stakeholder: Sales partnership, exec reporting, agency management, vendor selection

Projects

B2B SaaS Demand Playbook

Internal playbook adopted across three teams covering ICP definition, channel allocation and reporting cadence.

Languages

English: Native

Spanish: Conversational (B2)