

MARIANA PARK, PH.D.

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SUMMARY

- 7+ years of experience in demand generation and marketing operations for early-stage B2B SaaS companies
- First marketer at a MarTech B2B SaaS startup, where I built a new website that drove a 300% increase in qualified demo requests and a 25% year-over-year revenue boost
- Increased website traffic by 226% and grew LinkedIn following 2.8x year-over-year for a streaming data company through targeted content and social strategies

PROFESSIONAL EXPERIENCE

Binary Universe Principal Consultant

United States
Jan 2018 - present

Binary Universe is a boutique IT and marketing consultancy specializing in B2B startups. As a hands-on marketing consultant, I augment the capabilities of in-house marketing teams, providing strategic support and expertise to drive growth.

- Build websites on platforms like Webflow and WordPress to increase traffic and conversions
- Create and manage content—or oversee writers—to support demand generation through engaging blog posts, emails, and eBooks
- Optimize HubSpot for seamless operations, including landing pages, email workflows, automations, and data management
- Set up automated CRM data enrichment and real-time intent-signal capture in Clay, powering timely, hyper-targeted outbound campaigns
- Develop streamlined reporting dashboards in Looker Studio, turning data from Google Search Console and Analytics into actionable insights
- Manage LinkedIn Ads and Google Ads campaigns, improving ROAS through strategic targeting, creative, and copy

Striim Content Marketing Consultant

Palo Alto, United States
April 2021 – April 2023

Striim is a venture-backed startup specializing in real-time data integration and streaming. After their Series C funding round, I joined to establish and scale a content marketing program designed to engage prospects at every stage of the buyer's journey and drive growth.

- Led content marketing efforts, creating a range of assets to engage prospects throughout the buyer's journey, including blog posts, data sheets, comparison pages, webinars, eBooks, emails, and more
- Boosted organic traffic by 226% YoY through optimized blog posts and high-performing landing pages

- Increased brand awareness and social following through engaging LinkedIn posts, compelling email newsletters, and targeted email campaigns
- Managed and optimized LinkedIn ad campaigns, handling audience targeting, creative development, offers, and copywriting
- Launched a technical webinar series featuring industry thought leaders and internal experts, driving engagement and showcasing expertise
- Assisted the product team with product launch copy, including landing pages and social posts

Digioh
Growth Marketing Consultant

San Francisco, United States
April 2018 – November 2020

Digioh is a Marketing Technology SaaS company that helps to increase website conversions for eCommerce sites. When I joined as their first marketing hire, I was tasked with building and leading their marketing function from the ground up.

- Built a new website using Webflow, which drove a 300% increase in qualified inbound leads and a 25% boost in revenue YoY
- Planned and executed SEO strategy, uncovering high-intent keywords and creating conversion-focused landing pages and YouTube videos to attract and convert organic traffic
- Developed sales enablement materials, including a library of use-case-driven interactive examples to support the sales team in closing deals
- Launched and managed Google Ads campaigns, maintaining an average 5x return on ad spend (ROAS)
- Ran email marketing campaigns to drive webinar attendance and demo sign-ups, nurturing leads through the sales funnel
- Expanded brand awareness by forming strategic partnerships with complementary MarTech vendors

First Light Solutions LLC
Principal Consultant

San Jose, United States
2015 – 2017

First Light Solutions LLC was a marketing consultancy dedicated to helping brick-and-mortar businesses and online service providers grow their customer base and revenue. I led business development efforts, managing client acquisition and relationships, while delivering key marketing services such as Facebook Ads management, local print campaigns, and copywriting to drive engagement and results.

Pre-K Shop
Owner

San Jose, United States
2012-2015

Pre-K Shop was an online retail business specializing in young children's gear. As owner and operator, I oversaw the full spectrum of business activities, from daily operations to strategic decision-making.

Baylor College of Medicine
Research Assistant/Ph.D. candidate

Houston, United States
2001-2006

As a Ph.D. candidate in Molecular Biology, I was responsible for assisting the Principal Investigator in determining the structure of bacterial membrane proteins of interest.

- Formulated the overall research strategy and carried out experiments
- Published a first-author manuscript and received top departmental award in my second year
- Presented at various scientific conferences

DuPont Pharmaceuticals
Research Associate

Wilmington, United States
1999-2000

DuPont Pharmaceuticals was engaged in the synthesis of various drug targets. I was responsible for designing and synthesizing inhibitors to target proteins involved in Hepatitis C and Alzheimer's Disease.

TECHNICAL SKILLS

- **Project Management:** Microsoft Certified Professional - MS Project 2013 (since 2015)
- **Web Development & Design:** Webflow, WordPress, HTML/CSS
- **Marketing Automation & CRM:** HubSpot, Campaign Monitor, Klaviyo, Pardot, Salesforce, Aweber, ConvertKit
- **Advertising Platforms:** Google Ads, LinkedIn Ads, Facebook Ads
- **Analytics & Reporting:** Google Analytics 4, Google Tag Manager, Looker Studio (formerly Google Data Studio), Google Sheets/Excel
- **ABM & Lead Management:** 6sense, Qualified, ZoomInfo
- **Content & Design Tools:** Figma, Canva
- **Other Platforms:** ClickFunnels, Notion, Clay

EDUCATION

Baylor College of Medicine, Houston, TX
Graduated with Ph.D. in Cell and Molecular Biology

Brown University, Providence, RI
Graduated with Bachelor of Science in Biology

AWARDS

- Undergraduate Research and Training Assistantship for Chemistry Research
- Claude W. Smith Fellowship Award for Excellence in Research