Yusra Aberra

909.358.7973 | yusraaberra@gmail.com| LinkedIn

SUMMARY

Growth marketing manager with 6+ years managing paid media programs, full-funnel demand generation, and multi-channel campaign execution in B2B environments. Experienced running paid search, paid social, and display campaigns with hands-on budget management, vendor coordination, and A/B testing. Skilled at translating performance data into clear stakeholder narratives and building repeatable, scalable campaign operations.

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist ***Quadient | August 2024 - April 2026***

- Managed full-funnel paid media execution across LinkedIn, Google Ads, and programmatic, tracking performance from MQL through pipeline contribution with regular stakeholder reporting.
- Launched Quadient's first hosted event series, managing vendor relationships and budgets to drive $9.25M in marketing-influenced pipeline.
- Built Salesforce dashboards to surface MQL volume and pipeline attribution, recovering $250K+ in previously unattributed pipeline.
- Leveraged 6sense intent data to identify in-market accounts and prioritize audience segmentation across paid and ABM campaigns, improved MQL-to-SQL conversion quality by 17% MoM.

Growth Marketing Coordinator ***Innova Electronics | February 2023- July 2024***

- Managed paid media execution across LinkedIn Campaign Manager, Meta Ads Manager, and Google Ads, owning audience setup, creative rotation, budget pacing, and reporting.
- Introduced an A/B testing framework that reduced ad spend by 35% while improving lead quality and establishing a repeatable optimization cadence.
- Coordinated with 20+ external vendors and agency partners, providing briefs, managing approvals, and tracking deliverables against campaign goals.
- Built segmented HubSpot contact lists by product category and buyer behavior, enabling targeted lifecycle flows and reducing unqualified leads.

Growth Marketing Specialist ***Finance of America Reverse | 2022***

- Executed high-volume paid acquisition programs in a regulated market, managing audience targeting, budget allocation, and performance tracking monthly.
- Designed multi-channel retargeting programs using HubSpot and paid social, re-engaging high-intent prospects and increasing conversion rates.
- Grew monthly revenue by $100K by redesigning audience targeting and messaging to reach the highest-value buyer segments.
- Built HubSpot multi-channel nurture workflows and retargeting sequences, maintaining data hygiene and enabling automated nurture across the funnel.

SKILLS

Paid Media Management · Paid Search · Paid Social · Programmatic/Display · Budget Management & Forecasting · Vendor & Agency Management · Campaign QA & Audits · A/B Testing · Audience & Targeting Strategy · ABM · Intent Data · Lead Routing & Qualification · Demand Generation · Performance Reporting · MQL/SQL Tracking · Landing Page Optimization · Lead Scoring · Marketing Automation · Email Campaign Management · Sales & SDR Alignment

PLATFORMS

LinkedIn Campaign Manager · Meta Ads Manager · Google Ads · Google Search ·Salesforce · HubSpot · Marketo · 6sense · Tableau · Asana · Google Analytics · Goldcast · Splash · Webflow · Eloqua · Everflow · Google Suite · Generative AI (Claude, ChatGPT, Gemini) · Zoominfo · Apollo.io

EDUCATION

California State University, Fullerton *Business Administration, Marketing | Bachelor of Arts*