

# CIERA COLLINS

## DEMAND GENERATION MANAGER

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### EXECUTIVE SUMMARY

Demand Generation leader driving pipeline and revenue growth across B2B SaaS and enterprise environments. Proven owner of full-funnel GTM strategy across webinars, email, lifecycle, and integrated campaigns, contributing to ARR growth from \$8M to \$48M+ and consistently exceeding industry benchmarks in conversion and engagement. Trusted cross-functional partner to Sales, RevOps, and Product Marketing.

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### WORK EXPERIENCE

**Recast Software (B2B SaaS – IT & Endpoint Management)** | St. Paul, MN – Remote May 2022 - Present  
*Demand Generation Manager (promoted from Campaign Specialist)*  
*Founding member of Demand & Growth team*

- Own full-funnel demand generation strategy across integrated GTM campaigns, webinars, and email, driving consistent pipeline and revenue growth in a high-growth B2B SaaS environment
- Scaled lead volume **40%** and supported ARR growth from **\$8M** → **\$48M** through coordinated campaign and channel strategy
- Built and led Recast's global webinar engine, including major product launches generating **3,100+ registrants, 1,600+ live attendees, and \$3.4M+ in pipeline**
- Drove strong funnel performance through targeted email and campaign programs, achieving a **25% lead-to-opportunity conversion rate** (well above SaaS benchmarks)
- Increased email engagement to a **45% click-to-open rate** through ongoing testing of messaging, timing, and audience segmentation
- Launched behavior-driven nurture and follow-up programs to accelerate conversion from awareness to opportunity
- Partner cross-functionally with Sales, RevOps, Product Marketing, and Field teams to align campaigns, improve attribution, and support sales execution
- Track and analyze campaign performance to inform channel mix, messaging strategy, and GTM planning

**Shea Homes (B2C – Real Estate)** | Houston, TX – Remote Sep 2020 - May 2022  
*Online Marketing Specialist*

- Owned multi-channel campaign execution across **email, paid search, paid social, web, and PR** to drive awareness and qualified buyer demand for new residential communities
- Partnered with Sales and regional teams to deliver campaign messaging and sales enablement assets that accelerated the buyer journey
- Analyzed campaign performance and channel metrics to inform optimization of targeting, creative, and spend
- Supported regional field marketing initiatives including events, signage, and on-site activations
- Maintained consistent brand messaging across digital and in-person touchpoints while supporting the launch of new markets and communities

**ReedHill Ventures (B2B2C)** | Houston, TX

Jan 2020 - Sept 2020

## Digital Marketing Specialist

- Owned digital campaign execution across **email, paid search, paid social, web, and SEO** for a portfolio of B2C clients
- Conducted market and competitor research to inform campaign strategy, positioning, and messaging
- Managed and optimized paid search and paid social programs, adjusting targeting, creative, and budgets based on performance
- Built and optimized websites and landing pages with a focus on **user experience and conversion rate optimization**
- Tracked and analyzed campaign performance to drive improvements in engagement, lead capture, and efficiency

## EARLY CAREER HIGHLIGHTS

Built foundational marketing experience across campaign strategy, digital execution, and creative development through roles at **mma, inc.** and the **North Central Texas Council of Governments**. Supported multi-million-dollar initiatives including public-sector proposals, large-scale digital campaigns, and website and brand projects. Developed a strong foundation in messaging, audience segmentation, and cross-functional collaboration.

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## EXPERTISE

Demand Generation & Pipeline Growth  
Integrated GTM & Campaign Strategy  
Full Funnel & Lifecycle Marketing  
Webinar & Event Programs

Email Marketing & Nurture Strategy  
Conversion Rate Optimization (CRO)  
Sales Alignment & Enablement  
Lead Scoring & Marketing Operations

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## TECHNICAL SKILLS

**Marketing Automation & CRM:** Marketo, HubSpot, Pardot, Salesforce

**Analytics & Reporting:** Salesforce Dashboards, Marketo Reporting, GA4

**Paid Media Channels:** LinkedIn Ads, Google Ads, Reddit Ads

**Sales Intelligence & Enablement:** ZoomInfo, Gong, GTM Buddy

**Engagement Platforms:** Sequel, ON24, Zoom Webinars, Qualified, Intercom

**Workflow, Content & Web:** Asana, Miro, WordPress, Webflow, Canva, AI Tools

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## PROFESSIONAL DEVELOPMENT

Situational Leadership (Center for Leadership Studies)	2025
Marketo Core Concepts I & II (Adobe)	2022
INBOUND Conference Attendee (HubSpot)	2024

## EDUCATION

University of Texas at Arlington | Arlington, TX | *B.B.A - Marketing* 2018