

Kimberly Pham

Senior Demand Generation Manager | Marketing Automation & ABM

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SUMMARY

Senior Demand Generation Manager with 7 years of experience building B2B SaaS programs across paid media, account-based marketing, lifecycle email, and marketing operations. Built and scaled a webinar program that increased average registrants from 25 to 150 within three quarters and drove a 244.06% increase in total leads. Brings cross-functional ownership across campaigns, automation, measurement, landing pages, and sales alignment.

WORK EXPERIENCE

Senior Demand Generation Manager, ServiceTrade | Oct 2025 - Present

Durham, North Carolina (Remote), US

- Lead paid media strategy across Google Search and Display, Microsoft Ads, Meta, LinkedIn, programmatic, and emerging channels for a B2B SaaS platform.
- Optimized Q2 paid programs against 111% of the inbound MQL goal on approximately \$170K in spend by evaluating channel, audience, budget, and landing-page performance.
- Build segmented ABM audiences with UserGems, 6sense, Propensity, and Gartner intent data, aligning campaigns to account and buyer stage.
- Own nurture email programs and automation workflows across all verticals, including audience segmentation, A/B testing, and monthly performance reporting.
- Improve attribution by reconciling HubSpot, Salesforce, GA4, and Lightdash data while auditing approximately 50 landing pages for CRO opportunities.

Demand Generation Manager, Cube | Jan 2024 - Aug 2025

San Francisco, USA

- Led demand generation campaigns across email, paid social, and content marketing, targeting Cube's ICP and optimizing performance in real time.
- Delivered webinar programs through Goldcast and Vimeo, increasing average registrants from 25 to 150 within three quarters and driving a 244.06% increase in total leads.
- Managed vendor relationships and budgets, generating 425% growth in net-new leads from 400 to 2,100 while maintaining financial discipline.
- Built webinar and ABM programs from the ground up, coordinating teams across sales, marketing, CX, and partnerships.
- Improved HubSpot, Common Room, and Salesforce workflows, lead statuses, database quality, sync accuracy, and engagement-based audience segments.

Marketing Program Manager, Tebra | Jun 2022 - Sep 2023

Corona Del Mar, USA

- Managed a 16-month direct-mail program with SDR leadership, using monthly overviews, kickoffs, and monitoring to maintain campaign execution.
- Designed webinar programs in Marketo, Salesforce, and GoToWebinar, coordinating logistics and system synchronization from planning through delivery.
- Developed email, webinar, and landing-page copy while partnering with nurture teams to apply campaign learnings and strengthen messaging.
- Implemented A/B testing across email sends and built reporting spreadsheets to evaluate engagement.

Marketing Campaign Manager, Kareo, a Tebra company | Aug 2021 - Jun 2022

Irvine, USA

- Increased prospecting campaign leads 93.8%, growing output from 2,100 to 4,070 through cross-departmental targeting of independent practices.
- Delivered GoToWebcast webinar programs that increased average registrants from 338 to 693, a 105% increase supported by pre- and post-event promotion.
- Built Eloqua campaign canvases, emails, forms, and audience segments for recurring email campaigns and monthly newsletters.
- Translated Salesforce and Eloqua performance into planning insights and personalized enablement for SDR, LQ, and AE teams.

Corporate Marketing Manager, Orbee | Aug 2019 - Aug 2021

Irvine, USA

- Directed a 2-year corporate marketing program spanning educational video, trade shows, podcasts, webinars, and workshops.
- Produced videos, articles, podcast content, scripts, and executive presentations explaining digital marketing and the Orbee analytics platform.
- Managed Facebook, Instagram, LinkedIn, and Twitter content to promote engagement and organic traffic.
- Developed educational email campaigns and platform best-practice content for clients and prospects.

SKILLS

- **Marketing:** Email marketing, nurture strategy, demand generation, marketing operations, marketing automation, paid media, ABM, lifecycle marketing, webinar management, attribution, audience segmentation, A/B testing, CRO, copywriting, data analysis, AEO/GEO, AI workflows
- **Platforms:** HubSpot, Salesforce, Marketo, Eloqua, GA4, Google Ads, LinkedIn Ads, Meta Ads, Microsoft Ads, 6sense, UserGems, Propensity, Gartner Intent Data, Lightdash, Goldcast, ON24, Contentful, Unbounce, Common Room, Figma, Canva, Asana

EDUCATION

Bachelor's in Liberal Studies, California State University, Long Beach | Jan 2012 - Jan 2016