Megan Torres

Senior Marketing Manager

Profile

Marketing manager with ten years across B2B software and consumer retail. I set the channel mix and budget, build small teams that run campaigns end to end, and report revenue impact to the executive team every quarter.

Experience

Senior Marketing Manager at Hill Country Outfitters, Austin, TX

March 2021 - Present

Outdoor gear retailer with 40 stores in Texas and an online shop.

- Own the annual marketing plan and $2.4M budget across paid social, search, email, print and in-store campaigns
- Moved a third of the print budget into paid social and email; online revenue grew 38% over two years with no increase in total spend
- Launched a loyalty program with the CRM and store teams that reached 180,000 members in its first year
- Built a team of five covering performance, content, CRM and design, and hired three of them

Marketing Manager, Demand Generation at Lakeline Software, Austin, TX

June 2017 - February 2021

- Ran demand generation for the mid-market product with a $900K annual budget across paid search, LinkedIn, webinars and events
- Started a monthly webinar series with product managers that became the largest source of sales-accepted leads
- Agreed a lead scoring model with sales leadership, cutting leads returned as unqualified by about half
- Managed two specialists and an external paid media agency against a cost per opportunity target

Digital Marketing Specialist at Brightwater Agency, San Antonio, TX

January 2015 - May 2017

- Planned and ran Google Ads and Facebook campaigns for eight local and regional clients
- Set up conversion tracking and monthly reports so clients could see cost per lead by channel

Education

B.B.A. in Marketing at Texas State University, San Marcos, TX

August 2010 - May 2014

Personal Information

megan.torres@example.com

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Austin, TX

Social Links

LinkedIn

Skills

Channels: Paid social, paid search, email, SEO, events, retail promotions

Strategy: Go-to-market, positioning, budget planning, loyalty, product launches

Tools: HubSpot, Salesforce, Google Ads, Meta Ads Manager, Klaviyo, Semrush

Analytics: GA4, Looker Studio, A/B testing, attribution, Excel

Certificates

Google Ads Search Certification from Google

February 2025

Google Analytics Certification from Google

September 2024

Inbound Marketing Certification from HubSpot Academy

May 2023

Languages

English - Native

Spanish - Fluent