

Juan Tellez

A data-driven Demand Generation leader with 5+ years of experience managing six-figure media budgets and multi-million dollar pipelines. Expert in full-funnel strategy, attribution modeling, and cross-functional alignment with Sales and Marketing.

WORK EXPERIENCE

Houghton Mifflin Harcourt

Oct. 2022 – Present

Associate Demand Generation Manager

Boston, MA

- Own full-funnel demand generation strategy across six-figure media investments supporting domestic and international markets.
- Align campaign planning, KPI development, and media allocation to multi-million-dollar pipeline targets and revenue objectives.
- Lead cross-functional execution with Sales, Product Marketing, Field Marketing, and Marketing Operations to ensure measurable business impact.
- Drive campaign performance and ROI through advanced attribution, cross-channel testing, and agency management.

Digital Marketing Analyst

- Managed multi-channel paid media programs across six-figure annual budgets, optimizing targeting, creative strategy, and allocation to improve lead quality and funnel efficiency.
- Developed performance reporting frameworks using GA4, Salesforce, Marketo, and BI tools to translate campaign insights into strategic recommendations.
- Partnered with stakeholders to refine audience segmentation and accelerate MQL-to-SQL progression.

Digital Marketing Specialist

- Executed and optimized paid search and paid social campaigns across Google, LinkedIn, and Meta platforms.
- Ensured accurate campaign tracking, QA, and attribution setup to improve performance measurement.
- Improved engagement and conversion through creative testing and audience experimentation.

PalmPons

Oct. 2021 – Oct. 2022

Paid Media Team Lead

Houston, TX

- Oversaw paid media strategy across a portfolio of client accounts, managing \$65k+ monthly budgets and optimizing for revenue and lead quality.
- Led a team of 4 marketers, establishing campaign standards, testing frameworks, and accountability for client growth objectives.
- Conducted performance audits and presented actionable recommendations to clients, strengthening retention and pipeline expansion.

EZLeads

Mar. 2020 – Oct. 2021

Digital Marketing Specialist

Houston, TX

- Generated seven-figure pipeline in first year by optimizing paid social acquisition strategy, audience segmentation, and creative testing.
- Managed paid social programs for automotive dealership clients, aligning campaign structure to revenue growth objectives.
- Served as primary marketing partner for client accounts, translating performance data into actionable strategies.

EDUCATION

University of Texas at Austin

July 2021

Professional Certificate in Digital Marketing

Austin, TX

Texas Tech University

May 2020

B.B.A. Marketing

Lubbock, TX

SKILLS & TOOLS

- **Revenue & Growth:** Pipeline Acceleration, Attribution Modeling, Funnel Optimization, Lead Scoring, Campaign Strategy, Lifecycle Marketing
- **Paid Media:** Google Ads, Meta Ads, LinkedIn Ads, Microsoft Advertising, Amazon Ads, A/B Testing
- **Data & Tools:** GA4, Google Tag Manager, Salesforce, Marketo, HubSpot, Power BI, Tableau, Eloqua