

JUAN C. LOPEZ-NAVA

GROWTH MARKETING
LIFECYCLE
DEMAND GENERATION
MARKETING OPERATIONS
AI-NATIVE MARKETING

CONTACT

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PORTFOLIO

jlopeznava.com
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CORE CAPABILITIES

Growth Strategy
Lifecycle Marketing
Demand Generation
Paid Acquisition
Marketo Administration
Lead Scoring & Routing
Marketing Automation
Funnel Conversion
Behavioral Segmentation
A/B Testing
Campaign Analytics
AI Agents & Workflow Automation

CERTIFICATION

Profound Agent Engineering
Certificate
May 2026

PROFESSIONAL SUMMARY

Growth and lifecycle marketer with 6+ years of B2B SaaS and healthcare experience spanning demand generation, paid acquisition, lifecycle, marketing operations, experimentation, and AI-powered workflows. Track record includes improving trial-to-paid conversion from **22% to 38%**, reducing CAC from **\$210 to \$89 in six weeks**, generating **\$650K+ in additional ARR**, and cutting event-lead assignment from **8+ hours to 15 minutes**.

PROFESSIONAL EXPERIENCE

Demand Generation Marketing Specialist

Color Health | Dec 2025 – Present

- Co-lead demand generation initiatives across channels to increase qualified marketing leads and uncover new acquisition opportunities for the sales team.
- Own Marketo lead routing, lead scoring, campaign builds, and tailored nurture programs to keep prospects engaged and ensure qualified leads reach sales.
- Support acquisition strategy across Google Ads and LinkedIn; build event and webinar email campaigns and extend webinar reach through social clips and Performance Max campaigns.
- Introduced Knak to improve email and landing-page experiences; increased email click-through rate by **30%** and achieved a **19% average email CTR**.
- Built a Claude + ZoomInfo lead-assignment workflow that qualifies leads against ICP criteria, applies territory rules, and routes Salesforce reports to the right AEs, reducing assignment time for **400 event leads from 8+ hours to 15 minutes**.
- Build AI workflows for sales and marketing, including a sales content hub, competitive and market intelligence, an AEO monitoring agent in Profound, and a competitor rebuttal agent that produces evidence-backed sales messaging.

Sr. Customer Marketing Specialist

Backblaze | Aug 2024 – Dec 2025

- Owned Computer Backup marketing strategy against ARR goals and participated in marketing leadership planning to shape quarterly priorities, campaign plans, and budget needs.
- Managed roughly **\$15K per month** in paid marketing, including Google Ads and YouTube sponsorships with channels such as 9to5Mac; reduced CAC from **\$210 to \$89 in six weeks**.
- Built tailored landing pages and onboarding experiences by paid channel to keep messaging consistent from acquisition through activation.
- Owned Pendo in-app messaging and onboarding to improve trial-to-paid conversion and retention; introduced a cancellation questionnaire to identify churn drivers and inform product improvements.
- Improved the Refer-a-Friend program with product-adoption triggers, helping maintain a **38% average trial-to-paid conversion rate** and reduce churn by **30%**.

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TOOLS & PLATFORMS

AI & Automation

Profound · Codex · Claude
Zapier · Supabase

Marketing & CRM

Marketo · Salesforce
HubSpot · Knak · Pendo
ZoomInfo

Analytics & Growth

GA4 · Metabase
Google Ads · LinkedIn Ads
Optimizely · Sitecore

Technical

HTML
Basic CSS/JavaScript

EDUCATION

B.S. Business Administration, Marketing

California State University,
East Bay

PROFESSIONAL EXPERIENCE

Marketing Associate II

Backblaze | May 2021 – Aug 2024

- Owned lifecycle messaging for the Computer Backup business with trial-to-paid conversion as the north-star metric, including ongoing email A/B testing and win-back campaigns for unconverted trials and churned customers.
- Partnered with Product and front-end engineering to shorten the free trial from **15 days to 7 days** and bring the experiment to launch.
- Increased average trial-to-paid conversion from **22% to 38%**, generated more than **\$650K in additional ARR**, and reduced average time to conversion from **12.4 to 5.7 days**.

Marketing Associate

Moody's Analytics | May 2020 – May 2021

- Managed Google Ads budgets exceeding **\$125K per month**, optimizing spend efficiency and qualified lead generation across B2B SaaS products.
- Built segmented email campaigns and targeted landing pages for executive audiences across six SaaS products.
- Created **50+ Sitecore webpages and landing pages**, using HTML and collaborating across marketing teams on campaign execution and reporting.

SELECTED AI & GROWTH PROJECTS

AI Search & Content Intelligence

Color

Built Profound agents that monitor competitor AI-search performance, surface content gaps, and turn findings into briefs and sales-ready responses.

AI Growth & Lifecycle Audit Tool

Independent

Built an AI web application with Codex to evaluate websites and lifecycle journeys, score marketing performance, and recommend prioritized improvements across onboarding and conversion.

Local Growth Marketing

Independent

Support local businesses with practical paid and organic growth programs, including Google Ads, landing-page optimization, and conversion tracking.

COMMUNITY LEADERSHIP

Eastside AI Club | Council Member

Help organize alumni AI learning events, guest-speaker sessions, collaborative builds, and community programming; support the club website and Discord.