

MILES DRIVER

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Video Portfolio: <https://milesdriver.pages.dev/>

EDUCATION

University of California,
Berkeley

Cognitive Science BA
(Aug. 2019 - Dec. 2022)

SKILLS

- Google Ads
- LinkedIn Ads
- Meta Ads
- Microsoft Ads
- X (Twitter) Ads
- Reddit Ads
- G2 Ads
- DSPs/Programmatic
- Ahrefs
- Marketo
- Hubspot
- Salesforce
- Google Analytics
- Figma
- Canva
- Linear
- Monday
- Google Suite
- Microsoft Suite
- Photoshop
- Lightroom
- Davinci Resolve

WORK EXPERIENCE

Marketing Manager

Aleph (April 2025-Present)

(2nd Full-time Marketing Hire)

- Built paid media ecosystem for a B2B SaaS AI startup from the ground up scaling spend from \$5,000 a month across all platforms to \$50,000 a month while creating a 8.4x return on directly attributable pipeline
- Owned video production strategy/needs (planning, filming, editing, distributing, etc.) from zoom recorded customer stories to flying to various locations to film announcements influencing \$1,000,000+ in pipeline
- Worked across the organization to enhance processes through efforts such as identifying and building ad hoc reporting with operations, creating culture videos for hiring, creating ads in support of specific sales teams, etc.
- Leveraged AI to develop reporting/research workflows enabling quicker and more in depth insight across a multitude of marketing needs such as data centralization, social strategy, audience refinement, etc.
- Drove steady quality and KPI (cost/opportunity -48%, lead score quality +59%, CPCs -51%, etc.) improvements month over month as ads scaled whilst balancing both performance and testing
- Helped manage contractors when support was needed on larger campaign efforts across the marketing org
- Created/maintained reporting dashboards to monitor metrics and drive decisions as well as to back strategy proposals presented to leadership
- Distilled hours of content into concise, clear, and engaging videos and shorts for use across the organization and on socials (LinkedIn/YouTube)
- Helped with any ad hoc needs such as developing initial SEO/AEO strategies, website design/upkeep, software procurement, content writing/creation etc.
- Conducted constant research into new industry and competitor strategies/trends while integrating findings into current processes

Paid Media Specialist

Telesign (June 2022-March 2025)

(June-Aug. 2022 Intern, Aug.-Dec. 2022 Part-time, Jan. 2023-March 2025 Full-time)

- Multi million dollar campaign management on varying ad platforms (Google, LinkedIn, StackAdapt, etc.) with a B2B SaaS focus
- Grew Google Ads account from low 3 figure conversion count per month to mid 4 figures per month alongside major improvements to relevant KPIs
- Increased MQL rate from 6% to 51% and MQL to SQL rate from 6.1% to 15.7% through process analysis and optimization leading to multi million dollars worth of direct margin directly attributable to said optimizations
- Developed and managed campaigns for the new companies brought in during our merger while also helping optimize their lead processes
- Assisted with the complete overhaul of our attribution/reporting processes to develop a more complete picture of the paid ecosystem (helped identify the necessary integrations and troubleshoot as they were implemented)
- Custom report creation using tools such as Salesforce, Tableau and GA4 for presenting data driven insights and action plans to leadership
- Sourced and worked with content syndication orgs to create highly targeted paid campaigns on customer relevant networks
- Led campaign efforts for different regions with an understanding of the different needs and strategies required (AMER, LATAM, EMEA, APAC)
- Asset design and creation for paid ad campaigns as well as other miscellaneous programs at the request of other teams within the company