

Joshua Onofrio

DEMAND GENERATION MANAGER

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655+ qualified meetings booked | **10,000+** net new marketing leads | **9+** years B2B copywriting & content

Career totals

SUMMARY

B2B demand generation professional with 9+ years driving pipeline through copywriting, cold outreach, lead nurture, ABM, and multi-channel campaign execution — across SaaS, media, and tech audiences. Contributed to 655+ qualified meetings booked and 10,000+ net new leads through end-to-end program ownership: strategy, segmentation, copywriting, A/B testing, and performance reporting. Experienced across Marketo, HubSpot, and Salesforce in high-volume, fully remote environments. Builds programs that generate measurable pipeline — not just activity.

CORE SKILLS

Demand Generation Strategy · Cold Outreach & Sequencing · Lead Nurture Programs · ABM Campaign Execution · Email Copywriting · A/B Testing & Optimization · Segmentation & Deliverability · Email Infrastructure (SPF/DKIM/DMARC) · Webinars & Gated Content · CRM & Attribution Reporting · Newsletter Programs · Marketing Collateral

TOOLS & PLATFORMS

Marketo · HubSpot · Salesforce · Apollo · LinkedIn Ads · n8n · WordPress · Asana · ChatGPT · Gemini · Google Workspace · Google Analytics · Adobe Acrobat

EXPERIENCE

Marketing Manager — Demand Generation

Future PLC · FutureB2B Division | Oct 2022 – Feb 2026 · Remote, Full-Time

ActualTech Media was acquired by Future PLC in 2022; marketing programs and attribution continued under unified leadership post-acquisition.

- Managed 15–23 email campaigns/month across 6 business unit teams, sustaining open rates of 20–25% and CTRs of 2.2–4.8% across segmented lists of 2,000–5,000 contacts per account
- Built and optimized multi-stage nurture, ABM, and promotional sequences in Marketo end-to-end — A/B testing subject lines, CTAs, and send cadence to drive consistent improvement across open and click-through rates
- Maintained bounce rates below 1% across 6 team accounts through engagement-based segmentation, suppression logic, and deliverability hygiene (SPF/DKIM/DMARC) — protecting sender reputation across all divisions
- Partnered closely with 6 sales teams to align campaigns to pipeline stage — developing outreach sequences that converted prospects in 1–2 touches and supporting collateral tailored to each division's funnel stage
- Averaged 100–200 net new leads per month across the marketing division — sustained consistently over a 3+ year tenure

- Owned Salesforce CRM campaign attribution — lead routing, contact tracking, and marketing-influenced pipeline reporting delivered to leadership weekly

Marketing & Sales Development

ActualTech Media (acquired by Future PLC) | Oct 2020 – Oct 2022 · Remote, Full-Time

- Executed high-volume cold email outreach achieving open rates up to 40% — contributing to 655+ qualified meetings booked across deal sizes ranging from \$12K–\$108K
- Generated 10,000+ net new marketing-qualified leads through targeted prospecting, email sequencing, and funnel-stage optimization across audience segments
- Designed multi-step outreach sequences across campaign types and funnel stages — refining copy, cadence, and segment-specific personalization to accelerate pipeline velocity
- Wrote conversion-focused copy for outreach campaigns, landing pages, and marketing assets — crafting audience-specific messaging that drove engagement across the full funnel; coordinated LinkedIn Ads touchpoints to support pipeline visibility
- Managed CRM operations and workflow automation in HubSpot; delivered weekly nurture email campaigns to engaged subscriber segments

Sales & Marketing Partner

EGL Digital Marketing | Jan 2017 – Sept 2020 · Remote, Full-Time

- Developed campaign copy, marketing collateral, and promotional assets across digital channels supporting brand awareness and lead generation for B2B clients

WORK STYLE & STRENGTHS

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- 9+ years B2B demand generation in fully remote, deadline-driven environments — consistent track record of independent ownership across strategy, copy, and execution
 - Operates at the intersection of copy and systems: builds sequences, manages automation, and optimizes deliverability without hand-holding
 - Strong cross-functional collaborator — worked directly alongside 6+ sales teams to align campaigns to pipeline and account-level activity
 - Writes copy that respects the reader's intelligence — direct, honest, and built to convert without manipulation