Nikko Lobato

Denver, CO • +1 (720)-254-0507 • nikkomateo@gmail.com • linkedin.com/in/niklo

Senior Growth Marketing Manager

Growth marketing leader with 10 years in B2B SaaS paid media - five at Google advising Twilio, DocuSign, and Cloudflare on $10–30M/quarter programs, now managing Deepgram's $6.8M annual paid budget end to end. Grew the program 2.4x in 19 months on a forecast model I built, cut cost per activation 73%, and rebuilt the conversion signals and measurement stack the company optimizes against.

SKILLS

Demand Generation: Paid Media Strategy, Budget Forecasting & Pacing, ABM (1:1–1:many), Pipeline Reporting & Attribution, Webinar & Event Programs, Agency & Vendor Management, Sales Alignment

Performance Channels: Google Ads, Microsoft Ads, LinkedIn Ads, Meta Ads, YouTube, Reddit, Programmatic/Display, Newsletter & Influencer Sponsorships, SEO/AEO, Email

Platforms & Automation: HubSpot, Salesforce, Looker, Dreamdata, GA4, Heap, GTM & Consent Mode, Asana, Clay, Zapier, n8n, Claude Code

Analytics & Optimization: Looker, GA4, Heap, CRO, Landing Page Optimization, Attribution Modeling, Dreamdata, A/B Testing Frameworks

Enterprise Demand Gen: Attribution Modeling, CRO & Landing Page Testing, Experiment Design, Conversion Tracking & Data QA

WORK EXPERIENCE

Deepgram • Denver, CO **02/2025 - Present**

Foundational Voice AI company - Speech-to-Text, Text-to-Speech & Voice Agent APIs

Senior Growth Marketing Manager • Full-time

- Grew the paid program from $2.8M (FY25) to a $6.8M FY26 plan (2.4x) by building the channel-level SQL forecast that underpinned the plan, then authored $1.2M in incremental budget requests - all approved.
- Reallocated non-brand and competitor search budget from high-volume, low-intent keyword segments to developer-intent terms after a full-funnel activation analysis; signup-to-activation rose from 2.4% to 18.5% in ten weeks.
- Redefined paid search's north-star metric from raw signups to business-email signups after showing they produced 92% of paid-search revenue on 17% of volume; adopted as the primary bidding conversion across channels.
- Delivered Q2 2026 API activations +338% (553 → 2,422) and cost per activation -73% ($2,231 → $597) on +18% spend, with paid SQLs +25% and pipeline created +19% quarter over quarter.

- Ran the full agency lifecycle: wound down the inherited agency, operated all channels in-house for ten months while monthly spend scaled from $140K to $389K, then sourced, contracted, and onboarded a replacement PPC agency under a written optimization-governance standard.
- Built the paid webinar engine - 9 webinars in 2026, 10K+ registrants, cost per registrant cut from $55 to $14–25 - including Deepgram's first localized EMEA events and a Twilio co-marketed webinar that delivered 2,060 registrants at less than half the target CPL.
- Rebuilt the conversion signals ad platforms bid on (from 5 SQLs per 90 days to sales-accepted and activation events) and the measurement stack around them - Consent Mode v2, Dreamdata attribution, and a canonical weekly paid-search funnel dashboard.
- Expanded paid search into 12+ international markets (Spain CPA $37.80 → $7.73, Germany $29.99 → $8.39, UK $46.15 → $11.15) and took Deepgram from #3 to #1 in G2's Voice Recognition category (125 reviews in 90 days, 431 vs. Google's 205).
- Ran paid launch campaigns for four product releases (Aura-2, Voice Agent API, Saga, Flux) and AWS co-marketing programs across up to nine channels, building a repeatable launch playbook.

Google • Denver, CO / San Francisco, CA **03/2019 - 07/2024**

Senior Account Manager • Full-time

- Advised B2B SaaS clients (Twilio, DocuSign, Cloudflare, Palo Alto Networks, GoDaddy, McAfee) on paid media strategy across Search, Display, YouTube, and DV360 at $10M–$30M quarterly budgets, delivering +40% ROI growth and +25% cost-efficiency improvement across the book.
- Lifted Twilio and Segment.io conversion volume +160% and +53% YoY through a value-based bidding framework later scaled across enterprise accounts.
- Designed DocuSign's product-led growth program on Google Ads, growing qualified trials +95% and direct subscriptions +38%, exceeding KPIs by 75%.
- Built Twilio's SIGNAL Event 2020 digital activation across YouTube, Display, and programmatic; 10x YoY registration growth earned a 2x budget annual expansion for subsequent campaigns.

90octane (Acquired by The Marketing Practice) • Denver, CO **12/2015 - 02/2019**

Leading B2B marketing agency - specializing in Account Based Marketing

Account Media Strategist • Full-time

- Built and ran 1:1, 1:few, and 1:many ABM media programs across programmatic display, search, content syndication, and video on $100K quarterly budgets, growing qualified lead volume +45%.
- Stood up the agency's first in-house programmatic media team, cutting vendor costs 15% and improving campaign ROI +25%.

EDUCATION

Bachelor's in Business Management & Entrepreneurship

University of Colorado at Denver • Denver, CO 08/2011 - 05/2015