

# NAME

TITLE

000-000-0000 / EMAIL / CITY, STATE, ZIP

## Profile

Driven digital marketing manager with a passion for innovation. Looking for a position where I can leverage my experience with email marketing to manage campaigns for major brands.

## Experience

### Marketing Manager - Zero Gravity Marketing/ Location

MONTH 2017 - Present

- Onboard new customers and conducts interviews to assess marketing goals.
- Use findings and market research to create customized marketing plans.
- Assign various marketing tasks, including copywriting, video content creation, social media community management, and more.
- Design campaigns that increase web traffic by an average of 120% and boost sales by up to 90%.
- Optimize internal workflows and identifies new tools and best practices to reduce spending by 5% a month on average.

### Marketing Specialist – Mabbly / Location

MONTH 2015 – MONTH 2017

- Developed email marketing campaigns for an average of three new customers a month.
- Used analytics and A/B testing strategies to optimize email marketing campaigns and improve open rates by 60% on average.
- Created copy and optimized web design to increase email signup rates by an average of 45%.
- Reported email marketing campaign results to clients weekly.

### Project Experience

- Successfully identified new data strategies to progressively replace the use of third-party cookies.
- Designed an early VR experience and is currently putting together a team of marketing experts who could create VR and AR campaigns for brands.

## Education

### B.S. in Marketing - University of Minnesota

MONTH 2012

- GPA: LIST
- AWARD
- AWARD

### DEPARTMENT - SCHOOL

MONTH YEAR

- GPA: LIST
- AWARD
- AWARD

## Skills

### Expertise

- Team management
- Problem-solving
- Reporting and presentation
- Email marketing software
- Segmentation

## Licenses & Accreditations

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- Meta-Certified Digital Marketing Associate (2021)
- Google Analytics Individual Qualification (2019)
- Email Marketing Certification from Hubspot (2017)