

NAME

TITLE

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

Profile

Dynamic marketing manager with experience on over 150 campaigns looking for a position with an emphasis on digital innovation.

Experience

Marketing Manager - Marketing Manager/ Location

MONTH 2018 - Present

- Personally oversee a portfolio of 12 clients with ongoing marketing needs. Maintains an average of 4% in monthly sales increase for these clients.
- Coordinate four marketing teams to ensure consistent branding and messaging across print, blogging, social media, and email marketing.
- Conduct market research to identify potential clients for the firm and develop personalized pitches. Achieved a conversion rate of 21% in Q4 2022.
- Lead the firm's data collection program, including developing best practices for measuring results and identifying the best sources for quality data.

Marketing Coordinator - Aumcore/ Location

MONTH 2014 – MONTH 2017

- Performed advanced marketing research in the B2B space to guide a team in charge of developing marketing campaigns.
- Oversaw the creation, publication, and promotion of over 55 white papers for the B2B space with an average conversion rate of 45%.
- Increased the firm's revenue by 7% by identifying customers needing additional marketing services and optimizing the company's content creation process to maximize ROI.
- Hired and trained an average of two marketing team members per month.

Project Experience

- Pioneered the use of ChatGPT for processes ranging from weekly performance reports to our customers to refreshing existing content for SEO purposes.
- Keynote speaker at the Search Marketing Expo (2021 and 2022 editions)
- Managed the adoption of automation tools to reduce the average campaign budget by 25%.

Education

BS in Marketing Management - Syracuse University

MONTH 2006

- GPA: LIST
- AWARD
- AWARD

MBA in Marketing - University of Pennsylvania

MONTH 2009

- GPA: LIST
- AWARD
- AWARD

Skills

Expertise

- Leadership
- Marketing automation
- Process optimization
- Campaign management
- Creative problem solving

Licenses & Accreditations

Licenses & Accreditations

- Professional Certified Marketer Certification from the American Marketing Association (2014)
- Advanced Digital Marketing Certification from IIDE (2016)