

NAME

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

Profile

I am a motivated and successful marketing director that has overseen several large corporate projects over several years of management. Successfully contributed to sales increases in every position held throughout my career. Seeking to use past skills to improve the marketing team at your company.

Experience

- Product Marketing Director** - Symphony Inc, Houston, TX
2018-2022

 - I developed the overall marketing plan and program for the company. This plan helped achieve new highs in profit margins in sales each year.
 - Successfully grew the customer base by nearly 75% from starting the job to when I left it. Revenue increased at a similar rate as a result.
 - Led a team of 23 marketing associates and creatives to increase external clients.
 - I oversaw several social media accounts, including Facebook, Twitter, Instagram, and TikTok. Additionally, I received daily reports on viewership numbers from social media managers working under me.
 - I led the best-performing marketing campaign of 2020. Successfully adjusting to the Covid-19 pandemic and improving digital sales.
- Product Marketing Associate** - Remus LLC, Austin, TX
2016-2017

 - I averaged a close rate of 90% over my two years at the company. This stat included a 95% conversion rate for repeat clients.
 - Provided customer support and care to over 100 accounts across three states, including our home state of Texas.
 - Provided client quotes and answered questions regarding products. This position required that I had direct contact with clients when they had inquiries.
 - Pitched several marketing plans and adjustments to management that was implemented successfully. The pitching of these plans is a significant reason I got my job at Symphony as a Product Marketing Director.
 - Managed the social media accounts for Remus LLC. Drafted posts for each platform and cross-posted them across all social media platforms.
- Project Experience**

 - Social Media Growth Lead: Led the project for growing follower and viewer bases of each social media platform. This project led to over 100% follower increases on all platforms.
 - Customer Retention Initiative: A significant member of the customer retention initiative. Pitched several ideas that were implemented and helped improve customer retention rates. Many of these ideas are still in place today.

Education

- Bachelor of Arts in Marketing** - New York University
2011-2015

 - GPA: LIST
 - AWARD
 - AWARD
- DEPARTMENT** - SCHOOL
May 2009

 - GPA: LIST
 - AWARD
 - AWARD

Skills

- Expertise**
- Social Media Marketing
 - Communications Skills
 - Analytical Skills
 - Adaptability
 - Market Research
 - Strategic Planning

Licenses & Accreditations

- Licenses Licenses & Accreditations**
- Hubspot Inbound Marketing Certification
 - American Marketing Association Digital Marketing Certification