

First Name Last Name

City, • Email • (587) 555-5555 • linkedin

SUMMARY

Marketing manager with over 8 years of experience managing campaigns for large organizations. Key strengths include strategy, communications, branding, and event management.

SKILLS

Marketing and Brand Strategy, Communications, Project Management, SEM, SEO, Sales Enablement, Google Analytics, Jira, LinkedIn Ads, Adobe Experience Manager, DOMO, Salesforce, Hootsuite, Microsoft Office Suite

PROFESSIONAL EXPERIENCE

Marketing Manager

Sept 2021 – Aug 2023

Investment Company 1

- Oversaw a yearly budget of \$500,000 covering various initiatives including campaigns, and events.
- Planned a multi-channel digital campaign resulting in over 65 qualified leads, 800,000 visits to our website, and over \$1 million of marketing influenced revenue.
- Led a cross-functional project team of 12, leading to a 118% increase in website traffic, and 25% lead conversation rate.
- Developed go-to market strategy for a new product, which included creation of landing page, digital assets, and lead generation form, campaign exceeded ROI and generated 15 qualified leads.

Associate Marketing Manager

Feb 2020 – Sept 2021

Investment Company 1

- Managed campaigns including paid and organic tactics, resulting in a 95% year-over-year increase in website traffic, and 2x the number of leads from the previous year.
- Created and presented post-mortem dashboards to senior management, showcasing results, ROI, highlighting key insights, and offering recommendations for next year.
- Organized 9 webinars for clients and prospects, duties encompassed crafting email invitations, handling attendee lists, preparing presentation materials, managing speakers, and facilitating communications.
- Oversaw website content management, and collaborated with the web design team to consistently enhance user experience.

Marketing Specialist

July 2018 – July 2019

Investment Company 2

- Spearheaded multi-channel campaign, resulting in over \$650,000 of marketing influenced revenue.
- Managed \$50,000 budget for social media campaign, resulting in over 108% increase in website traffic.
- Coordinated 550-person event, managing RSVP list, promotional materials, logistics, and 3rd party vendors.

Sales & Marketing Assistant

May 2017 – June 2018

Investment Company 2

- Implemented social media campaigns to enhance brand visibility and drive traffic to our website.
- Managed social media accounts for six senior-level executives, including the Canadian CEO.
- Executed 30 sponsored industry events including logistics, working with 3rd party vendors, and creating promotional materials.

Private Shopping & Social Media Coordinator
Retail Company

Oct 2016 – April 2017

- Managed social media pages utilizing trends, and popular hashtags to enhance the store's online presence.
- Supported in-store events, including VIP appearances, beauty masterclasses, and bridal showers.

EDUCATION

- **Bachelor of Arts, English**
University Degree
- **Business Administration Diploma, Finance**
College Diploma