

Frederick Harris

Experienced marketing professional with 10+ years of experience in marketing consulting, digital marketing, campaign development, sales, and business. Looking to use my expertise to gain new skills and help businesses grow.

WORK EXPERIENCE

Senior Marketing Consultant, Adobe

San Jose, California • November, 2018 — Present

- Report to the Assistant Vice President of Marketing Solutions on various projects and performance of the marketing team
- Curate and implement marketing editorial calendars for blogs, e-newsletter, email campaigns, ads, and social media platforms, 2 quarters in advance, and align them with the business's goals
- Lead new product-specific content development from initial idea to final version
- Generate evaluations for marketing campaigns and measuring KPIs and ROI of each platform
- Execute lead generation and niche prospecting processes to drive business growth
- Ensure consistent and cohesive brand voice, language, messaging, and image across multiple channels and maintain the various components within the Integrated Marketing Communications structure (IMC)
- Approve content and brand messaging to ensure compliance
- Conduct comprehensive market research with 4C analysis for future improvement in marketing and sales processes
- Provide key insights to C-suite executives and key investors to inform investment decisions.
- Analyze key industry trends to appropriately adjust existing marketing strategies to optimize sales
- Work closely with the sales department on curating digestible content brief for investors to facilitate the sales process, and other on ongoing initiatives
- Serve as a liaison to stakeholders and digital vendors

Digital Marketing Consultant, AlchemyLeads

Los Angeles, California • April, 2014 — November 2018

- Developed and executed user-centric strategies to grow the reach and impact of our clients' online presence
- Captured new web visitors, increased retention rate, and decreased clients' page bounce rate by an average of 38%
- Incubated and executed content improvement plans and evaluated overall effectiveness
- Kept track of system back-end issues and worked with the IT department to get them resolved
- Maintained transparent communication with clients and helped them better understand the work the firm was doing for them and why it was worth investing time and money in
- Set SMART goals for the marketing department to grow clients' digital platforms and achieve target KPIs
- Managed clients' website development and e-commerce stores
- Implemented sales & promotional marketing strategies in accordance with clients' business standards
- Executed presentation directives and standards for each client acquisition field campaign
- Drafted and sent outreach content, including email marketing, website, and social media, for promoting products/services and large-scale initiatives
- Assisted the marketing & client acquisition manager with any appropriate administrative support as necessary
- Managed and coordinated webinars and virtual and in-person outreach meetings



San Jose, California
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[linkedin.com/in/username](#)

EDUCATION

University of California, Los Angeles

Los Angeles, California
2011 — 2012

M.S. in Management (Business Analytics).
GPA: 3.7

University of Southern California

Los Angeles, California
2004 — 2008

B.S. in Marketing; Minor in Entrepreneurship. GPA: 3.6

SKILLS



CERTIFICATIONS

- Inbound Sales Certificate (HubSpot Academy), 2019
- Content Marketing Certificate (HubSpot Academy), 2017