

# 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  
your-email@gmail.com

[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