

# CAROLINE GREEN

## MANAGER

### CONTACT

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(123) 456-7890   
Queens, New York   
[LinkedIn](#) 

### EDUCATION

B.S. in Marketing  
University of Delaware  
October 2009 - March 2013  
Newark, DE

### SKILLS

Management  
SEO Optimization  
Paid Acquisition  
A/B Testing  
Email Marketing  
Salesforce  
Google Analytics  
FullStory  
Microsoft Office  
Google Suite

### WORK EXPERIENCE

#### Manager

PayPal

January 2019 - current / New York, NY

- Led SEO programs and conversion funnels to generate 300,870 monthly visitors and \$1.2M in bi-annual revenue
- Designed, implemented, and optimized retargeting ads, improving the visitor-to-paid conversion rate by 74%
- Launched an affiliate marketing program with 43 partners
- Implemented an A/B testing framework, improving the rank of targeted keywords by 16%

#### Manager

American Express

January 2016 - December 2018 / New York, NY

- Developed 3 company-wide digital acquisition strategies
- Partnered with 7 team members to monitor performance, reducing errors by 53% and increasing productivity by 14%
- Updated the onboarding program, saving \$265,000 per year
- Researched target audience to define blog strategy, increasing the average spend per cardmember by 23%

#### Marketing Specialist

Orchard

March 2014 - December 2016 / New York, NY

- Oversaw creation of 130+ blog posts, growing monthly organic visitors from 328 to more than 70,540
- Created a paid acquisition strategy, increasing ROI to 21%
- Managed 4 content writers, increasing efficiency by 17%
- Overhauled email marketing strategy, leading to a \$1M revenue increase through email-to-customer conversions

#### Junior Manager

Teachable

April 2013 - January 2014 / New York, NY

- Co-led a new product campaign launch, resulting in revenue of \$1.8M in the first year
- Co-designed a program around robust data collection and A/B testing, improving campaign performance by 33%
- Exceeded new product sales targets by 19%
- Oversaw a team of 4 full-time marketers and 7 contractors