

First Last

Marketing Consultant

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Marketing consultant with 9 years of experience maximizing company profits five to ten-fold by employing, developing, and executing marketing strategies to meet consumer needs and build brand awareness. Key achievement: developed e-commerce strategies for an online clothing retailer including optimizing advertisement placement, newsletters, and promotional communication; increased online sales by 75%.

WORK EXPERIENCE

Marketing Consultant

2015 – Present

Resume Worded, New York, NY

- Created a new marketing strategy for RW, increasing sales by 34% in 4 months leading to a profit of \$3M per year.
- Managed all social media channels including Facebook, Instagram, Twitter, LinkedIn, etc., growing followers from 3.6K to over 210K within 10 months.
- Supervised and implemented email campaigns with open rates of 50-85%, resulting in a 43% increase in revenue month-over-month.
- Championed SEO efforts that resulted in organic search engine rankings on Bing at #1 for 92% of targeted keywords and drove more than 472 leads per quarter through online advertising platforms such as Instagram Ads and AdWords.

Product Manager

2013 – 2015

Growthsi, San Francisco, CA

- Supervised cross-functional teams including engineering, sales, marketing, customer support, and finance to develop strategies that increased retention rates by 20%.
- Spearheaded 13 new product launches that increased revenue by 73% within the first year on the market.
- Reduced cycle times from 9 months to 4 weeks on average through process improvements such as Agile sprints and Kanban boards.

Sales Representative

2010 – 2013

Resume Worded's Exciting Company, New York, NY

- Led the first major effort to A/B test the company's sales page and optimize it for customer acquisition; resulting in a 7.5% increase in conversions.
- Developed e-commerce strategies for an online clothing retailer including optimizing advertisement placement, newsletters, and promotional communication; increased online sales by 75%.
- Exceeded sales target by 18% by maintaining advanced products and services knowledge and quickly assessing customer needs.

EDUCATION

Resume Worded University, New York, NY

2009

Bachelor of Arts — Business Administration

SKILLS & OTHER

Technical: Sprout Social (Advanced), Google AdWords (Experienced), Hootsuite, Google Analytics.

Techniques: Social Media Marketing, Product Marketing, Sales Management (Advanced), Market Analysis.

Tools: SEM, SEO, Adobe Photoshop, Qualtrics, WordPress.