

# CAROLINE GREEN

## Manager

## @ CONTACT

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📞 (123) 456-7890

📍 Queens, NY

🌐 [LinkedIn](#)

## 🎓 EDUCATION

B.S. in Marketing

**University of Delaware**

📅 2013 - 2017

📍 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

📅 2025 - current

📍 Queens, NY

- Formulated SEO programs and conversion funnels to **generate over 314,882 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%
- Analyze website traffic patterns and customer behavior on Google Analytics, aiding a 19% bump in online transactions

### Content Manager

#### American Express

📅 2022 - 2025

📍 New York, NY

- Developed three company-wide digital acquisition strategies
- Partnered with seven team members to track performance, trimming errors by 53% and surging productivity
- Updated the onboarding program, **saving \$264K per year**
- Researched target audience to define blog strategy, increasing the average spend per cardmember by 23%
- Spearheaded a cross-departmental project to integrate Salesforce CRM to enhance lead-tracking efficiency

### Marketing Specialist

#### Orchard

📅 2019 - 2022

📍 New York, NY

- **Oversaw creation of 130+ blog posts**, growing monthly organic visitors from 3,280 to more than 70,548
- Created a paid acquisition strategy, increasing ROI to 21%
- Conducted customer demographic analysis on MS Excel, identifying segments that drove strategic campaign pivot
- Overhauled email marketing strategy, leading to a \$1M revenue increase through email-to-customer conversions

### Junior Manager

#### Teachable

📅 2017 - 2019

📍 New York, NY

- Superintended a team of four full-time marketers and seven contractors
- Co-led a new product campaign launch, resulting in revenue of \$1.8M in the first year
- Executed A/B testing strategies using insights gleaned from FullStory, **achieving a 17% uplift in CTR** for a campaign
- Exceeded new product sales targets by 19%, showcasing exceptional market analysis and strategic sales planning