

Orson Clarke

Marketing Product Manager

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(123) 456-7890

Lake Bluff, IL

[LinkedIn](#)

WORK EXPERIENCE

Abbott Laboratories - Marketing Product Manager

2022 - current

Lake Bluff, IL

- Directed the creation of targeted marketing campaigns in Hootsuite, generating over 1.2M impressions
- Conducted customer insights analysis through SurveyMonkey, boosting customer retention rates by 66%
- Monitored competitor activity with HubSpot, *aiding strategies that secured a \$492k gain in market share*
- Analyzed behavioral data from Google Analytics to enhance UX, increasing customer retention by 14%

Caterpillar Inc. - Product Marketing Specialist

2019 - 2022

Deerfield, IL

- Executed a go-to-market strategy for new heavy machinery, *yielding \$4.3M in sales in three months*
- Spearheaded the development of marketing content using WordPress, driving over 58k new site visitors
- Launched a B2B campaign using Salesforce, which increased leads by 23% and annual revenue by \$1.1M
- Evaluated promotional campaigns with Optimizely, optimizing A/B tests and surging conversions by 16%

Conagra Brands - Marketing Assistant

2017 - 2019

Chicago, IL

- Tracked marketing tasks in Jira, enhancing coordination and cutting task completion time by two hours
- Oversaw the processing of marketing invoices and budgets, ensuring accurate allocation of a \$2.4M budget
- Implemented email campaigns with Mailchimp, *achieving a 17% CTR and driving \$98.4k in revenue*
- Managed content calendars in Asana, streamlining workflow and reducing campaign delivery times by 18%

EDUCATION

Northwestern University - Bachelor of Science, Marketing

2013 - 2017

Evanston, IL

SKILLS

- Salesforce
- HubSpot
- Jira
- Google Analytics
- Hootsuite
- WordPress
- Optimizely
- Asana
- SurveyMonkey
- Mailchimp