

DAVID THOMPSON

Marketing Manager

Contact:

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Location: New York, NY

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PROFESSIONAL SUMMARY

Creative and data-driven Marketing Manager with 7+ years of experience leading successful campaigns across digital and traditional channels. Proven expertise in brand strategy, content marketing, SEO, social media, and marketing automation. Track record of increasing brand awareness by 150% and driving 200% ROI on marketing spend.

PROFESSIONAL EXPERIENCE

Senior Marketing Manager | BrandVision Inc. | March 2022 - Present

- Manage \$2M annual marketing budget across multiple channels
- Increased website traffic by 180% through integrated digital campaigns
- Led rebranding initiative resulting in 45% increase in brand recognition
- Managed team of 8 marketing specialists and 3 external agencies
- Implemented marketing automation reducing lead response time by 60%
- Key campaigns: Product launches, email marketing, social media, content strategy
- Tools: HubSpot, Google Analytics, SEMrush, Hootsuite, Mailchimp

Marketing Manager | Digital Growth Co. | June 2019 - February 2022

- Developed and executed go-to-market strategies for 5 product launches
- Grew social media following from 10K to 250K across platforms
- Achieved 3X increase in qualified leads through SEO optimization

• **Managed PPC campaigns with average ROAS of 450%**

- Created content calendar and managed blog with 100K monthly visitors
- Platforms: Facebook Ads, Google Ads, LinkedIn, Instagram, Twitter

Digital Marketing Specialist | MarketPro Agency | January 2017 - May 2019

- Executed email marketing campaigns with 35% average open rate
- Managed client social media accounts and paid advertising
- Conducted market research and competitive analysis
- Optimized landing pages improving conversion rates by 65%
- Created marketing reports and analytics dashboards

EDUCATION

MBA in Marketing | Columbia University | 2016

Bachelor of Arts in Communications | Boston University | 2014

CORE COMPETENCIES

Digital Marketing: SEO, SEM, PPC, Social Media Marketing, Email Marketing, Content Marketing

Marketing Tools: HubSpot, Salesforce, Google Analytics, Google Ads, Facebook Business Manager

Design Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva

Analytics: Google Analytics, Google Tag Manager, Tableau, Excel, Data Studio

Marketing Automation: HubSpot, Marketo, Mailchimp, ActiveCampaign

Social Platforms: LinkedIn, Facebook, Instagram, Twitter, TikTok, YouTube

Skills: Brand Strategy, Campaign Management, Budget Management, Team Leadership, A/B Testing

CERTIFICATIONS

- Google Analytics Individual Qualification (2023)
- **HubSpot Inbound Marketing Certification (2023)**
- **Google Ads Certification (2022)**
- **Facebook Blueprint Certification (2022)**
- Content Marketing Certification - HubSpot (2021)

ACHIEVEMENTS

- Increased company revenue by \$3.5M through strategic marketing initiatives
- Won "Marketing Campaign of the Year" award in 2023
- Grew email subscriber base from 5K to 150K in 18 months

- Reduced customer acquisition cost by 40%

- Featured speaker at Digital Marketing Summit 2023

PROFESSIONAL ASSOCIATIONS

- **American Marketing Association (AMA) - Member**
- **Content Marketing Institute - Member**