

THERON FROST

Senior Product Marketing Manager

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📞 (123) 456-7890

📍 New York, NY

🌐 [LinkedIn](#)

EDUCATION

Bachelor of Science
Business Administration

Columbia University

📅 2011 - 2015

📍 New York, NY

SKILLS

- Salesforce
- HubSpot
- Google Analytics
- WordPress
- Mailchimp
- Asana
- Hootsuite
- SurveyMonkey
- SEMrush
- Mixpanel

WORK EXPERIENCE

Senior Product Marketing Manager

Spotify

📅 2021 - current

📍 New York, NY

- **Spearheaded a cross-functional campaign that amplified new user sign-ups by 22% within the first quarter** through targeted email marketing and social media ads using HubSpot
- Expanded Spotify's brand presence by launching a multi-channel advertising strategy, increasing app installs by 47% over a year
- Organized a comprehensive SEO strategy using SEMrush, boosting organic search traffic by 18% and improving keyword rankings for the top nine industry terms
- Tracked user behavior and retention metrics with Mixpanel, identifying key drop-off points and implementing changes that increased retention by 26%

Associate Product Marketing Manager

Hulu

📅 2018 - 2021

📍 New York, NY

- Implemented technical solutions in WordPress to enhance site speed, reducing load times by 53% and improving user experience
- Streamlined Hulu's product launch by implementing new Asana workflows that cut time-to-market by 11 days
- Cataloged customer feedback through SurveyMonkey, **enabling the development of four new features, that raised customer satisfaction scores by 2.6 points out of 10**
- Processed and analyzed email campaign performance using Mailchimp, boosting click-through rates by 12% and open rates by 9%

Marketing Coordinator

L'Oréal

📅 2015 - 2018

📍 New York, NY

- Conducted A/B testing on email and web content, executing marketing that facilitated an 18% rise in campaign effectiveness
- Managed social media content scheduling through Hootsuite, increasing post visibility by 33% and social engagement metrics by 27%
- Analyzed campaign performance using Google Analytics, **facilitating strategic adjustments that expanded website traffic by 18% and drove an extra \$44,862 in online sales**
- Expanded the use of Salesforce CRM for tracking and managing customer interactions, improving lead-tracking efficiency by 24% and saving 18 hours per month