

# First Last

## Marketing Manager

Marketing Manager with five years of experience leading product development and distribution. Led teams of 5-15 people across technology, business, and design departments.

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### EXPERIENCE

#### Resume Worded, New York, NY

##### *Marketing Manager*

January 2020 – Present

- Developed new scoring techniques by driving initiatives such as marketing performance reports, reporting a 35% marketing performance increase in 6 months.
- Increased site traffic by 15% by developing, executing, and measuring integrated, multi-channel marketing strategies to increase agency awareness which generated and nurtured leads, and also supported business development efforts.
- Gained an increase in annual revenue by 60% through organizing and implementing direct and digital marketing strategies.
- Managed a \$1.5 million marketing budget while creating a budget surplus with consistent sales.

#### Growthsi, Remote

##### *Marketing Coordinator*

July 2016 – January 2020

- Maintained the yearly cost saving of 15% by investigating options on cost, quality, and the company's needs.
- Generated over \$1.5 million in revenue by executing comprehensive digital marketing plans for more than 30 events.
- Managed all marketing and promotional materials valued at up to \$1.3 million by ordering, tracking, and reviewing the inventory levels.

#### Resume Worded, Boston, MA

##### *Operations Assistant*

January 2012 – June 2016

- Maintained responsibility for daily operations, electronic banking, loss prevention, and staffing of 20 associates for different facilities with more than \$3 million in inventory.
- Supervised the quality of customer service, oversaw the procurement and distribution of products to more than 70,000 customers.
- Coordinated delivery operations of over 150 stores and distribution centers nationwide.

### SKILLS

Facebook Ads

Print Media

Social Media Management

Search Engine Optimization (SEO)

Drupal

Search Engine Marketing (SEM)

### EDUCATION

#### Resume Worded University

Master of Business Management

January 2012

New York, NY

- **Awards:** Resume Worded Teaching Fellow (only 5 awarded to class), Dean's List 2012 (Top 10%)
- Completed one-year study abroad with Singapore University

### OTHER

- Volunteer 20 hours/month at the ABC foundation, leading pro-bono city projects
- Operations Specialist certified (2016)