

# Jane Smith

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## Education

### Master of Business Administration (MBA)

May 2019

Business School, Market Town, MT

Specialization: Marketing, GPA: 3.9/4.0

## Professional Experience

### Marketing Manager

July 2019 – Present

BrandWorks, Market Town, MT

- Led a team of 5 to develop marketing campaigns, increasing brand engagement by 35%.
- Managed a \$500,000 annual marketing budget, optimizing spend for 20% higher ROI.
- Analyzed market trends to launch targeted social media ads, boosting conversions by 15%.

### Marketing Coordinator

June 2016 – June 2019

GrowEasy, Market Town, MT

- Coordinated product launches, resulting in 10% sales growth quarter-over-quarter.
- Designed content for email campaigns, achieving a 25% open rate.

## Skills

- **Marketing Tools:** Google Analytics, HubSpot, Salesforce, Adobe Creative Suite
- **Soft Skills:** Leadership, Strategic Planning, Data Analysis
- **Other:** SEO, Content Creation, Market Research

## Certifications

- Google Ads Certification, 2020
- HubSpot Content Marketing, 2019