

# Resume 8: Marketing Manager (Mid-Level)

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**PROFESSIONAL SUMMARY** Results-driven Marketing Manager with 5+ years of experience in digital marketing, brand management, and campaign optimization. Proven track record of increasing brand awareness, lead generation, and customer acquisition across B2B and B2C markets.

**CORE COMPETENCIES** Digital Marketing Strategy | Content Marketing | Social Media Management Email Marketing | SEO/SEM | Google Analytics | PPC Advertising Marketing Automation | CRM Management | Brand Development A/B Testing | Lead Generation | Customer Segmentation

**MARKETING TOOLS & PLATFORMS** HubSpot | Salesforce | Mailchimp | Hootsuite | Buffer | Canva Google Ads | Facebook Ads Manager | LinkedIn Campaign Manager WordPress | Shopify | Google Analytics | SEMrush | Ahrefs

## PROFESSIONAL EXPERIENCE

**Marketing Manager** | TechSolutions B2B | January 2020 - Present

- Developed integrated marketing campaigns resulting in 150% increase in qualified leads
- Managed marketing budget of \$500K+ across multiple channels and campaigns
- Launched content marketing program generating 2M+ organic website visits annually
- Implemented marketing automation workflows improving lead nurturing efficiency by 40%
- Collaborated with sales team to align marketing efforts with revenue goals

**Digital Marketing Specialist** | RetailBrand Inc. | March 2018 - December 2019

- Executed social media strategies across Facebook, Instagram, and Twitter platforms
- Managed Google Ads campaigns achieving 4:1 return on ad spend (ROAS)
- Created email marketing campaigns with average open rate of 28% (industry average 20%)
- Analyzed customer data to develop targeted marketing segments
- Supported product launches through coordinated marketing efforts

**Marketing Coordinator** | Creative Agency Solutions | June 2016 - February 2018

- Assisted in developing marketing strategies for diverse client portfolio
- Created marketing materials including brochures, presentations, and web content
- Managed client social media accounts and engagement strategies
- Conducted market research and competitive analysis for client projects

- Supported event planning and execution for trade shows and conferences

**EDUCATION** Bachelor of Business Administration - Marketing Northwestern University |  
Graduated 2016 Minor in Communications

**PROFESSIONAL DEVELOPMENT** Google Analytics Certified (2022) HubSpot Content Marketing Certification (2021) Facebook Blueprint Certification (2020) Google Ads Certification (2019)

## **ACHIEVEMENTS**

- Marketing Campaign of the Year Award - Chicago Marketing Association (2021)
  - Increased organic website traffic by 200% year-over-year (2020-2021)
  - Led rebranding initiative resulting in 35% improvement in brand recognition
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