**Jane Smith**

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**Summary**

Results-driven marketing manager with 7 years of experience in B2B and B2C marketing strategies. Skilled in digital marketing, SEO, and campaign management. Proven track record in increasing lead generation and brand awareness.

**Skills**

* Digital Marketing: SEO, SEM, PPC
* Social Media Marketing: Facebook Ads, LinkedIn Campaigns
* Content Strategy: Blogging, Email Marketing
* Analytics: Google Analytics, HubSpot

**Experience**

**Marketing Manager** XYZ Corp, Sometown, USA

* Developed and executed digital marketing campaigns, resulting in a 30% increase in online sales
* Managed a marketing team of 5, overseeing content creation and social media strategy

**Digital Marketing Specialist** ABC Solutions, Anytown, USA

* Implemented SEO strategies that boosted organic traffic by 40% within 6 months
* Launched successful email marketing campaigns with a 20% click-through rate

**Education**

**Master of Business Administration (MBA)** University of Business, Sometown, USA

* Concentration in Marketing

**Certifications**

* Google Ads Certified
* HubSpot Content Marketing Certified

**Projects**

* **Lead Generation Campaign**: Designed and implemented a lead generation campaign that generated 500+ qualified leads in 3 months.