

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)