

Name: Michael Bruno

Email: michael.bruno.mktg@email.com

Summary: Results-driven Marketing Manager with 7 years of experience developing and executing integrated marketing campaigns across digital and traditional channels. Proven track record of increasing brand awareness, lead generation, and ROI. Expertise in SEO, SEM, content marketing, and social media strategy.

Skills: Digital Marketing, SEO, SEM (Google Ads), Content Marketing, Social Media Marketing, Email Marketing, Marketing Automation (HubSpot), Google Analytics, Project Management, Budget Management, Team Leadership.

Experience:

Marketing Manager, Growth Solutions Co. (2019-Present)

- Developed and managed multi-channel marketing strategies resulting in a 40% increase in qualified leads.
- Oversaw SEO strategy, improving organic search rankings for key terms.
- Managed paid advertising campaigns (Google Ads, LinkedIn Ads) within budget.
- Led a team of 3 marketing specialists.

Digital Marketing Specialist, Online Ventures (2016-2019)

- Executed email marketing campaigns and managed social media presence.
- Created blog content and optimized website pages for SEO.

Education:

B.A. in Marketing, University of Florida (2016)