

Marcus Rodriguez

Digital Marketing Manager & Growth Strategist

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EDUCATION

Master of Business Administration (MBA)

University of Texas at Austin - McCombs School | May 2017 | Marketing & Entrepreneurship | GPA: 3.8

Bachelor of Science in Communications

Texas A&M University | May 2015 | Business Minor | Magna Cum Laude

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Manager with 7+ years of experience developing and executing comprehensive marketing campaigns that drive brand awareness, customer acquisition, and revenue growth. Proven expertise in data analytics, content strategy, and cross-channel marketing optimization with a track record of increasing conversion rates by 150%+ and successfully managing marketing budgets exceeding \$2M annually.

PROFESSIONAL EXPERIENCE

Senior Marketing Manager

GrowthTech Solutions, Austin, TX | January 2021 - Present

- Drive 45% increase in qualified leads and \$3.2M in attributed revenue through integrated campaigns
- Manage cross-functional team of 6 professionals and coordinate with 3 external agency partners
- Improve email conversion rates by 65% through A/B testing and personalization strategies
- Implement attribution modeling reducing customer acquisition cost by 30%

Digital Marketing Specialist

InnovateNow Inc., Dallas, TX | March 2019 - December 2020

- Increased social media followers by 280% across platforms with 15% engagement rate
- Boosted organic website traffic by 120% through content strategy and blog development
- Managed \$500K PPC campaigns achieving 4.2x ROAS across Google Ads and Facebook

Marketing Coordinator

TechStart Solutions, Houston, TX | June 2017 - February 2019

- Executed B2B marketing campaigns and managed trade shows generating 200+ leads quarterly
- Created marketing collateral and assisted in CRM implementation using HubSpot and Salesforce

CERTIFICATIONS & SKILLS

Digital Marketing

SEO/SEM, PPC Advertising, Social Media Marketing, Email Automation, Content Strategy

Analytics & Tools

Google Analytics, Salesforce, HubSpot, Tableau, Adobe Creative Suite

Certifications: Google Analytics 4 (2023), Facebook Blueprint Marketing (2022), HubSpot Content Marketing (2023), Salesforce Marketing Cloud (2021)