

SARAH CHEN

PROFESSIONAL SUMMARY

Results-driven Marketing Manager with 5+ years of experience developing and executing integrated marketing strategies across digital and traditional channels. Proven track record of increasing brand awareness by 40% and driving substantial revenue growth through strategic marketing initiatives. Expertise in e-commerce, agency management, performance marketing, and cross-functional team leadership within fast-paced environments. Skilled at building marketing functions that deliver measurable commercial impact.

PROFESSIONAL EXPERIENCE

Marketing Manager | TechForward Solutions | Sydney, NSW | March 2022 – Present

- Lead comprehensive marketing strategy for B2B software company, managing \$500K annual marketing budget and delivering 35% increase in qualified leads
- Oversee paid search, social media, and content performance campaigns resulting in \$2.3M in attributed revenue
- Manage network of external agencies (media, SEO, creative) to ensure brand consistency and campaign effectiveness
- Implement website optimization and CRO projects leading to 25% improvement in customer retention
- Build marketing dashboards and performance analytics to drive data-informed decision making
- Develop and execute email marketing automation strategies increasing customer engagement by 30%

SENIOR MARKETING COORDINATOR | RETAIL DYNAMICS GROUP | SYDNEY, NSW | JUNE 2020 – FEBRUARY 2022

- Managed digital marketing initiatives for e-commerce operations across 15 retail locations throughout NSW
- Implemented performance marketing strategy increasing online revenue by 45% and social media engagement by 60%
- Led agency relationships for media buying, creative development, and web maintenance
- Launched email marketing program achieving 22% open rates and 15% conversion improvement
- Coordinated brand campaigns and product launches that strengthened market position and customer loyalty

MARKETING COORDINATOR | STARTUP INNOVATIONS | SYDNEY, NSW | JANUARY 2019 – MAY 2020

- Supported marketing operations for early-stage technology startup with builder's mindset and hands-on approach
- Executed content marketing strategy and brand development initiatives contributing to 45% increase in web traffic
- Managed website improvements and SEO initiatives that enhanced digital presence and customer acquisition
- Created marketing collateral and maintained company website, demonstrating strong commercial instincts

EDUCATION

Bachelor of Business (Marketing) | University of Technology Sydney | 2018

Distinction Average | Relevant Coursework: Consumer Behavior, Digital Marketing, Market Research

KEY SKILLS

Digital Marketing: Performance Marketing, Paid Search, Social Media Advertising, SEO/SEM, Email Marketing Automation

Analytics & Tools: Google Analytics, CRO Techniques, Marketing Dashboards, HubSpot, Salesforce

Strategy: Campaign Development, Agency Management, Brand Management, Commercial Analysis

Leadership: Cross-functional Collaboration, Stakeholder Management, Project Management, Team Leadership

ACHIEVEMENTS

- Increased brand awareness by 40% through integrated marketing campaigns
- Generated \$2.3M in attributed revenue through strategic digital marketing initiatives
- Managed marketing budget of \$500K with 15% under-budget performance
- Led successful product launch campaign reaching 50K+ target customers