

SARAH CHEN

PROFESSIONAL SUMMARY

Results-driven Marketing Manager with 5 years of experience developing and executing integrated marketing campaigns across digital and traditional channels. Strong expertise in brand management, budget optimization, and cross-functional team collaboration. Proven track record of increasing brand awareness by 40% and driving revenue growth through strategic marketing initiatives. Experienced in managing regional marketing strategies and maintaining brand integrity across multiple locations.

PROFESSIONAL EXPERIENCE

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

- Lead comprehensive brand and marketing strategy, managing \$500K annual budget with 15% under-budget performance
- Develop and execute multi-channel campaigns resulting in 35% increase in qualified leads and 25% improvement in customer retention
- Oversee creative content development, ensuring consistent brand messaging across all platforms and materials
- Collaborate with sales, product, and regional teams to align messaging and maintain brand integrity
- Produce detailed campaign reports and ROI analysis using data-driven approach to optimize marketing efforts
- Manage team of 4 marketing specialists, coordinating workflows and ensuring on-time project delivery

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

- Managed digital marketing initiatives for retail chain with 15 regional locations across NSW
- Developed and maintained brand consistency across multiple retail locations while respecting regional market differences
- Implemented social media strategy increasing engagement by 60% and managed content on company website CMS
- Coordinated product launches and promotional campaigns, including creation of brochures and client guides
- Analyzed campaign performance using Google Analytics and HubSpot CRM to optimize marketing ROI
- Built relationships with local community groups and assessed sponsorship opportunities for regional locations

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

- Supported brand development initiatives and maintained brand integrity across all marketing materials
- Executed content marketing strategy and managed company website CMS, contributing to 45% increase in web traffic
- Created marketing collateral including press releases, promotional materials, and editorial content
- Assisted with competitive analysis and market research to identify regional market opportunities
- Collaborated with cross-functional teams to ensure consistent brand messaging across all platforms

EDUCATION

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

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

KEY SKILLS

Brand Management: Brand Development, Campaign Execution, Brand Integrity, Content Creation, PR Management

Digital & Tools: WordPress CMS, CRM Systems (HubSpot, Salesforce), Google Analytics, Microsoft Office Suite

Strategy: Budget Management, ROI Analysis, Competitor Analysis, Market Research, Regional Marketing

Leadership: Team Management, Cross-functional Collaboration, Project Management, Vendor Relations

ACHIEVEMENTS

- Increased brand awareness by 40% through integrated marketing campaigns across multiple channels
- Generated \$2.3M in attributed revenue through strategic marketing initiatives
- Successfully managed regional marketing efforts across 15 locations, maintaining consistent brand messaging
- Developed and implemented data-driven campaign reporting system to optimize marketing ROI