

SARAH CHEN

PROFESSIONAL SUMMARY

Strategic Marketing Manager with 5+ years of experience developing and executing integrated marketing campaigns across digital and traditional channels. Proven track record of increasing brand awareness by 40% and driving revenue growth through strategic customer acquisition initiatives. Expertise in e-commerce performance marketing, agency management, and leading cross-functional teams to deliver commercial impact in fast-paced environments.

PROFESSIONAL EXPERIENCE

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

- Own comprehensive marketing strategy and quarterly planning, managing \$500K annual marketing budget
- Lead paid search, social media, and content performance initiatives resulting in 35% increase in qualified leads
- Manage network of external agencies and collaborate with cross-functional teams to align messaging
- Drive website improvements and CRO projects, contributing to 25% improvement in customer retention
- Build and analyze performance dashboards using Google Analytics to deliver campaign insights
- Execute email marketing and automation campaigns that increased customer engagement by 30%

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

- Managed e-commerce and digital marketing initiatives for retail chain with 15 locations across NSW
- Implemented social media strategy increasing brand awareness and engagement by 60%
- Launched email marketing program achieving 22% open rates and 15% conversion rates
- Coordinated with creative and media agencies to develop cohesive brand campaigns
- Built performance marketing dashboards and reporting systems to track ROI across channels

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

- Supported marketing operations for early-stage technology startup with a builder's mindset
- Executed content marketing strategy and managed brand initiatives, increasing web traffic by 45%
- Collaborated with external agencies on SEO/SEM projects to improve online visibility
- Created marketing collateral and maintained company website, optimizing for conversion
- Assisted in developing partnerships to extend brand reach and acquire new customers

EDUCATION

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

Distinction Average | Relevant Coursework: E-commerce Strategy, Consumer Behavior, Digital Marketing, Market Research

KEY SKILLS

Digital Marketing: Paid Search, Social Media Advertising, SEO/SEM, Email Marketing, Marketing Automation
Analytics & Tools: Google Analytics, CRO, Performance Dashboards, HubSpot, Salesforce
Strategy: Campaign Development, Agency Management, Brand Management, Budget Planning
Leadership: Team Management, Commercial Instincts, Stakeholder Relations, Project Management

ACHIEVEMENTS

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