

PROFESSIONAL SUMMARY

Results-driven 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 campaign management, market analysis, and cross-functional team leadership within fast-paced environments.

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PROFESSIONAL EXPERIENCE

**Marketing Manager** | *TechForward Solutions* | Sydney, NSW | *March 2022 – Present* Lead comprehensive marketing strategy for B2B software company, managing \$500K annual marketing budget. Developed multi-channel campaigns resulting in 35% increase in qualified leads and 25% improvement in customer retention. Oversee team of 4 marketing specialists and collaborate closely with sales and product teams to align messaging and drive revenue growth.

**Senior Marketing Coordinator** | *Retail Dynamics Group* | Sydney, NSW | *June 2020 – February 2022* Managed digital marketing initiatives for retail chain with 15 locations across NSW. Implemented social media strategy increasing engagement by 60% and launched email marketing program achieving 22% open rates. Coordinated product launches, managed vendor relationships, and analyzed campaign performance using Google Analytics and HubSpot.

**Marketing Coordinator** | *StartUp Innovations* | Sydney, NSW | *January 2019 – May 2020* Supported marketing operations for early-stage technology startup. Executed content marketing strategy, managed trade show participation, and assisted with brand development initiatives. Created marketing collateral and maintained company website, contributing to 45% increase in web traffic during tenure.

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EDUCATION

**Bachelor of Business (Marketing)** | *University of Technology Sydney* | *2018* Distinction Average | Relevant Coursework: Consumer Behavior, Digital Marketing, Market Research

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KEY SKILLS

**Digital Marketing:** Google Ads, Facebook Advertising, SEO/SEM, Email Marketing, Marketing Automation **Analytics & Tools:** Google Analytics, HubSpot, Salesforce, Adobe Creative Suite, Canva **Strategy:** Campaign Development, Market Research, Brand Management, Budget Planning **Leadership:** Team Management, Cross-functional Collaboration, Vendor Relations, Project Management

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ACHIEVEMENTS

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