

Jane Smith
Marketing Expert

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Summary

Marketing specialist with 7+ years of experience in digital marketing, content strategy, and performance campaigns.

Proven track record increasing conversion rates and managing cross-channel campaigns.

Professional Experience

Marketing Manager, Bright Media — 2020–Present

- Managed multi-channel campaigns (SEO, PPC, email) increasing MQLs by 45% year-over-year.
- Launched data-driven content strategy that improved organic traffic by 80%.
- Led a team of 4 content and performance marketers.

Digital Marketing Specialist, GrowthLab — 2016–2020

- Built and optimized paid acquisition campaigns (Google Ads, Facebook Ads).
- Implemented A/B testing framework for landing pages increasing conversion by 12%.
- Coordinated influencer partnerships and PR activities.

Education

BA Marketing, Business School — 2012–2016

Skills

- Channels: SEO, SEM, Email, Social Media
- Tools: Google Analytics, Google Ads, Facebook Ads Manager
- Strategy: Content Marketing, Growth Hacking, CRO

Certifications

- Google Analytics Individual Qualification (GAIQ)

References available on request.