

# CURRICULUM VITAE

## PERSONAL INFORMATION

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## PROFESSIONAL SUMMARY

Results-driven Marketing Manager with 8+ years of experience in digital marketing, brand strategy, and campaign management. Proven ability to drive growth through data-driven marketing initiatives. Expertise in B2B and B2C marketing across multiple channels.

## SKILLS

Digital Marketing: SEO, SEM, PPC, Social Media Marketing, Email Marketing, Content Marketing

Analytics: Google Analytics, Adobe Analytics, HubSpot, Salesforce Marketing Cloud

Advertising: Google Ads, Facebook Ads, LinkedIn Ads, Programmatic Advertising

Tools: Marketo, Mailchimp, Hootsuite, SEMrush, Ahrefs, Canva

Strategy: Brand Development, Go-to-Market Strategy, Marketing Automation, Lead Generation

## WORK EXPERIENCE

### Senior Marketing Manager | GrowthTech Inc. | Jan 2020 - Present

- Lead marketing team of 8 people with \$2M annual budget
- Increased qualified leads by 150% through integrated marketing campaigns
- Launched brand refresh resulting in 40% improvement in brand awareness
- Developed content strategy generating 500K monthly website visitors
- Managed relationships with 10+ agency partners and vendors

### Marketing Manager | ConsumerBrand Co. | Jun 2017 - Dec 2019

- Executed multi-channel campaigns across digital and traditional media
- Grew social media following from 50K to 500K across platforms
- Implemented marketing automation reducing manual work by 60%
- Achieved 25% increase in email open rates through A/B testing
- Collaborated with sales team to improve lead quality and conversion

## **Digital Marketing Specialist | StartupMedia | Aug 2015 - May 2017**

- Managed PPC campaigns with \$500K annual spend (300% ROI)
- Created SEO strategy improving organic traffic by 200%
- Developed and executed social media content calendar
- Analyzed campaign performance and provided actionable insights

## **EDUCATION**

Master of Science in Marketing

Northwestern University - Kellogg School of Management | 2013 - 2015

Bachelor of Arts in Communications

## **UCLA | 2009 - 2013**

## **CERTIFICATIONS**

- Google Analytics Certified
- HubSpot Inbound Marketing Certified
- Facebook Blueprint Certified

## **ACHIEVEMENTS**

- Marketing Excellence Award - GrowthTech Inc. (2022)
- Speaker at Digital Marketing Summit 2021
- Published in MarketingWeek and AdAge