

TOM CLEVERLY

Product Marketing Manager | Data-Driven Strategy  
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Summary

With over 7 years of experience, I specialize in strategic marketing initiatives and data analysis, achieving significant growth in customer engagement and lead generation. Key success includes a 30% increase in open rates and a 25% reduction in marketing costs.

RELEVANT EXPERIENCE

BLANK Corporation Virginia Beach, VA  
Marketing Manager 01/2022 - Present

- Oversaw strategic planning and execution for product launches and large-scale corporate events, significantly enhancing brand visibility.
- Collaborated with cross-functional teams, increasing lead generation by 20% through innovative campaign strategies.
- Managed a marketing budget of over \$2 million, optimizing spend to achieve a 25% reduction in costs over six months.
- Implemented new CRM and data analytics platforms, boosting customer interaction data collection and usage.
- Developed targeted communication strategies that improved sales enablement tools, enhancing executive meetings outcomes by 45%.
- Led a team of 10 marketers, fostering a collaborative environment that surpassed sales goals by 30%.

Upstart Fintech Dallas, TX  
Email Marketing Manager 01/2020 - 04/2022

- Designed and executed email marketing campaigns targeting both B2B and B2C segments, achieving a 20% increase in customer retention.
- Enhanced digital marketing tools using A/B testing, which improved campaign open rates by 30%.
- Managed integration of advanced data analytics to refine targeting strategies, leading to a 15% increase in lead conversion.
- Conducted quarterly reviews of marketing strategies, aligning them with evolving market trends and business objectives.
- Leveraged SEO and content marketing to elevate brand presence online, resulting in a 25% increase in web traffic.

Self-Employed Arlington, TX  
Digital Marketing Freelancer 05/2020 - 12/2020

- Executed comprehensive SEO strategies that increased organic traffic for clients by 30% within six months.
- Designed social media campaigns for various industries, resulting in an average engagement growth of 25%.
- Developed content calendars that aligned with client objectives, improving content delivery and effectiveness.
- Conducted detailed market analysis to tailor strategies to client needs, enhancing customer interaction.

Education

University of Blah Virginia Beach, VA  
Bachelor of Science in Marketing 01/2012 - 01/2015

Graduate School of Management Richmond, VA  
Master of Business Administration 01/2016 - 01/2018

Achievements

30% Open Rate Increase  
Engineered an email campaign optimization that lifted open rates by 30% through precise A/B testing.

25% Cost Reduction  
Successfully reduced marketing budget expenditures by 25% within the first year at BLANK Corporation.

20% Lead Generation Boost  
Implemented innovative marketing strategies that increased lead generation by 20% at Upstart Fintech.

Skills

Strategic Planning • Data Analysis • CRM Systems • Digital Advertising • [add the rest here]

CERTIFICATION

Advanced Digital Marketing — Completed at Digital Marketing Institute, focusing on mastering Google Ads and Analytics for enhanced campaign performance.  
Certified Product Manager — Achieved certification through AIPMM, emphasizing product lifecycle management and market positioning.

Passions

Data-Driven Marketing  
I have a deep passion for leveraging data to drive marketing decisions and strategy implementations.

Innovative Technology  
I am keenly interested in exploring and utilizing the latest technologies to enhance marketing efficiency.

Community Engagement  
Volunteering with local business groups to foster community involvement and support local enterprises.

Languages

English Native ●●●●● Spanish Native ●●●●●