Emma Wilson

Marketing Manager

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# Summary:

Creative marketing professional with 8+ years of experience in digital marketing, brand management, and campaign development. Proven ability to drive brand awareness and increase revenue through innovative marketing strategies.

# Skills:

Digital Marketing, Content Strategy, SEO/SEM, Social Media Marketing, Email Marketing, Google Analytics, Adobe Creative Suite, HubSpot, Salesforce, Project Management

# Work Experience:

Company: MarketPro Agency

Position: Marketing Manager

Duration: March 2019 – Present

- Managed marketing campaigns with budgets exceeding $2M annually

- Increased brand awareness by 60% through integrated digital campaigns

- Led team of 8 marketing specialists and coordinators

- Developed content strategy resulting in 300% increase in organic traffic

Company: Creative Solutions Inc.

Position: Digital Marketing Specialist

Duration: June 2016 – Feb 2019

- Executed social media campaigns reaching 1M+ impressions monthly

- Optimized PPC campaigns reducing cost-per-acquisition by 45%

- Collaborated with design team to create compelling visual content

# Education:

Bachelor of Arts in Marketing, University of Southern California, 2012–2016

# Certifications:

- Google Ads Certified

- HubSpot Content Marketing Certification

- Facebook Blueprint Certification

# Languages:

English (Native), Italian (Fluent), German (Intermediate)

# Projects:

- Brand Relaunch Campaign: Led complete rebrand resulting in 80% increase in brand recognition

- Influencer Marketing Program: Developed partnerships with 50+ influencers