

SARAH CHEN

Marketing Manager

Email sarah.chen@email.com Phone (555) 987-6543

PROFESSIONAL PROFILE

Strategic Marketing Manager with 6 years of experience in digital marketing and brand management.

Expert in developing comprehensive marketing strategies that drive revenue growth and brand awareness.

KEY SKILLS

- Digital Marketing SEO, SEM, Social Media Marketing, Email Marketing
- Analytics Google Analytics, Google Ads, Facebook Insights, HubSpot
- Content Strategy Content Creation, Copywriting, Brand Management
- Tools Adobe Creative Suite, Hootsuite, Mailchimp, CRM Systems

WORK EXPERIENCE

Marketing Manager Global Brands Co. 2019 - Present

- Developed and executed digital marketing strategies increasing lead generation by 75%
- Managed \$500K annual marketing budget across multiple channels
- Led SEO initiatives improving organic traffic by 120% in 12 months
- Supervised a team of 5 marketing specialists

Digital Marketing Specialist Creative Solutions 2017 - 2019

- Executed social media campaigns reaching 2M+ impressions monthly
- Created content strategy that increased blog traffic by 200%
- Managed PPC campaigns with 300% ROI

EDUCATION

MBA in Marketing Business University 2015 - 2017

Bachelor of Arts in Communications State College 2011 - 2015