# SARAH MARTINEZ

**Senior Marketing Manager**

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New York, NY 10001

## EXECUTIVE SUMMARY

Results-driven Senior Marketing Manager with 8+ years of experience driving revenue growth and brand awareness for Fortune 500 companies. Proven track record of developing and executing integrated marketing campaigns that increased revenue by $50M+ annually. Expert in digital marketing, brand management, and cross-functional team leadership.

## CORE COMPETENCIES

**Strategic Marketing:** Campaign Development, Brand Management, Market Research, Competitive Analysis  
**Digital Marketing:** SEO/SEM, Social Media Marketing, Email Marketing, Marketing Automation  
**Analytics & Tools:** Google Analytics, Salesforce, HubSpot, Adobe Creative Suite, Tableau  
**Leadership:** Team Management, Budget Planning, Stakeholder Relations, Project Management  
**Specializations:** B2B Marketing, Product Launches, Customer Acquisition, Retention Strategies

## PROFESSIONAL EXPERIENCE

**Senior Marketing Manager**  
*GlobalTech Corporation* | New York, NY  
*March 2021 - Present* - Lead marketing strategy for $200M product portfolio, managing team of 12 marketing professionals - Increased qualified leads by 150% through implementation of account-based marketing strategies - Launched 5 successful product campaigns resulting in $35M additional annual revenue - Reduced customer acquisition cost by 30% while improving conversion rates by 45% - Managed annual marketing budget of $8M across digital, traditional, and event marketing channels - Collaborated with sales teams to achieve 120% of annual revenue targets for three consecutive years

**Marketing Manager**  
*InnovateSoft Solutions* | Boston, MA  
*June 2019 - February 2021* - Developed and executed go-to-market strategies for SaaS products serving 50,000+ users - Increased brand awareness by 200% through integrated digital marketing campaigns - Managed marketing automation platform resulting in 40% improvement in lead nurturing efficiency - Led rebranding initiative that improved brand perception scores by 35% - Coordinated with product and engineering teams to ensure successful product launches

**Digital Marketing Specialist**  
*TechVenture Inc.* | San Francisco, CA  
*August 2017 - May 2019* - Executed multi-channel digital marketing campaigns across search, social, and display advertising - Achieved 25% year-over-year growth in organic website traffic through SEO optimization - Managed Google Ads campaigns with monthly budget of $500K, maintaining 4:1 ROAS - Developed content marketing strategy resulting in 300% increase in blog engagement - Implemented marketing attribution model improving campaign ROI measurement accuracy

**Marketing Coordinator**  
*StartupHub* | Austin, TX  
*January 2016 - July 2017* - Supported marketing initiatives for early-stage technology startups - Created and managed social media content calendar across 5 platforms - Organized industry events and trade shows, generating 500+ qualified leads per event - Assisted in developing brand guidelines and marketing collateral for 10+ client companies - Conducted market research and competitive analysis to inform strategic decisions

## EDUCATION

**Master of Business Administration (MBA)**  
*Northwestern University - Kellogg School of Management* | Evanston, IL  
*September 2014 - June 2016* - **Concentration:** Marketing and Strategy - **GPA:** 3.8/4.0 - **Activities:** Marketing Club President, Case Competition Winner

**Bachelor of Arts in Communications**  
*University of Texas at Austin* | Austin, TX  
*August 2010 - May 2014* - **Minor:** Business Administration - **Magna Cum Laude** - **Activities:** Student Marketing Association, Dean’s List (6 semesters)

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

* **Google Analytics Certified Professional** | Google | *2023*
* **HubSpot Inbound Marketing Certification** | HubSpot | *2023*
* **Salesforce Marketing Cloud Consultant** | Salesforce | *2022*
* **Project Management Professional (PMP)** | PMI | *2021*
* **Facebook Blueprint Certification** | Meta | *2020*

## KEY ACHIEVEMENTS

* **Revenue Impact:** Generated $50M+ in additional annual revenue through strategic marketing initiatives
* **Team Leadership:** Built and led high-performing marketing teams of up to 12 professionals
* **Award Recognition:** “Marketing Professional of the Year” - Tech Marketing Association (2022)
* **Speaking Engagements:** Keynote speaker at 3 industry conferences on digital transformation
* **Publication:** Featured in Marketing Today magazine for innovative B2B marketing strategies

## PROFESSIONAL AFFILIATIONS

* **American Marketing Association (AMA)** | Member since 2016
* **Tech Marketing Association** | Board Member (2021-Present)
* **Women in Marketing Leadership** | Mentor and Advisory Committee Member

## LANGUAGES

* **English:** Native
* **Spanish:** Professional Working Proficiency
* **French:** Conversational