**First Last**

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**PROFESSIONAL EXPERIENCE**

**Resume Worded**, New York, NYJun 2018 – Present

**Marketing Director**

* Increased media reach and frequency while reducing spending down to 5% by creating and negotiating annual media plans.
* Achieved revenue of over $1.3 million by providing research data, market and account analysis to salesforce that transformed key account relationships.
* Reduced cost per account by 53% by implementing an acquisition strategy that maintained new account volume and developing efficient direct-response acquisition programs across multiple digital channels.

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**GROWTHSI**, New York, NYJan 2015 – May 2018

**Marketing Manager**

* Improved marketing performance by 60% by driving initiatives such as marketing performance reports and developing new scoring techniques.
* Increased annual revenue by 63% by planning, organizing, and implementing direct and digital marketing strategies.

**RESUME WORDED**, San Diego, CAMay 2008 – Dec 2014

**Product Development Manager** (Nov 2011 – Dec 2014)

* Negotiated cost, product placement, and production for 210 companies, obtaining an average of $1.5 to $2 million in yearly revenue.
* Managed over 20 projects, including a national catalog of over 1000 applications for basic mobile devices with 99.9% accuracy.

**EDUCATION**

**Resume Worded University,** San Francisco, CAMay 2010

Master of Business Administration Candidate; Major in Business Analytics

**SKILLS**

* Marketing Automation
* Search Engine Optimization
* Search Engine Marketing
* CRM
* Facebook Ads
* YouTube Ads
* Print Media
* Influencer Marketing
* Brand Management
* Brand Partnerships