

ALEX MORGAN

Marketing Manager

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PROFESSIONAL SUMMARY

Results-driven marketing manager with 7+ years crafting data-informed campaigns across B2B and B2C sectors. Adept at leading cross-functional teams, managing \$2M+ budgets, and growing brand equity through integrated digital and content marketing strategies.

CORE COMPETENCIES

SEO / SEM

Content Strategy

CRM & HubSpot

Brand Management

Paid Social

Google Analytics

Email Marketing

Team Leadership

WORK EXPERIENCE

Marketing Manager | BrightPath Digital

Mar 2020 – Present

- Oversaw \$2.4M annual marketing budget, achieving 135% of pipeline targets for 2 consecutive years.
- Launched integrated omnichannel campaign that grew organic traffic by 210% in 12 months.
- Built and managed a team of 8 across content, paid media, and design functions.

Senior Marketing Specialist | GrowthLab Agency

Aug 2017 – Feb 2020

- Managed 12 client accounts with combined monthly ad spend exceeding \$500K.
- Drove a 45% improvement in lead conversion rates through A/B testing landing pages and email flows.
- Developed brand voice guidelines adopted across 3 major product lines.

EDUCATION

B.A. Marketing & Communications | UCLA

2013 – 2017

- Graduated Magna Cum Laude | President, Marketing Association Club

CERTIFICATIONS & AWARDS

- Google Ads Certified (Search, Display, Video) — 2023
- HubSpot Inbound Marketing Certification — 2023
- "Marketing Team of the Year" — BrightPath Digital Internal Award, 2022