

# Marketing Manager

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## Professional Summary

Results-driven Marketing Manager with 8+ years of experience leading cross-functional teams to develop high-impact marketing strategies. Proven track record in driving brand awareness, lead generation, and customer retention through data-driven campaigns across digital and traditional channels.

## Core Competencies

- |                                 |                   |                  |
|---------------------------------|-------------------|------------------|
| • Integrated Marketing Strategy | Digital Campaigns | ROI Optimization |
| • Social Media Management       | SEO/SEM           | Paid Ads         |
| • Email Marketing               | Content Strategy  | Lead Generation  |
| • Google Analytics              | HubSpot           | Salesforce       |
|                                 | Canva             | Meta Ads Manager |

## Professional Experience

**Marketing Manager — NexaTech Solutions —** *Mumbai, India*  
*Feb 2020 – Present*

- Led marketing team of 6 to launch integrated campaigns that increased B2B leads by 42% year-over-year.
- Strategized and executed SEO/SEM efforts, improving organic search traffic by 60% within 12 months.
- Directed rebranding initiative across web, email, and events — contributing to a 25% uplift in brand recall.
- Managed monthly ad budget of 10L; optimized paid campaigns to achieve 4.5x ROAS.

**Senior Marketing Executive — Vortex Media —** *Bangalore, India*  
*Aug 2015 – Jan 2020*

- Designed and launched multi-channel campaigns for SaaS products, leading to 30% subscriber growth.
- Created performance dashboards using Google Analytics and Data Studio for weekly CXO reviews.
- Spearheaded partnership marketing initiatives that generated 30L in pipeline revenue.

## Key Projects

**Account-Based Marketing (ABM) Playbook (2023)** – Built and piloted ABM strategies across enterprise segments; increased deal conversion by 33%.

**Product Launch Campaign for AI Tool (2022)** – Orchestrated launch strategy involving influencer outreach, email drips, and webinars; reached 100K+ users in 30 days.

## Education

**MBA in Marketing**  
Top Business School, India *Year – Year*

**BBA in Business Administration**  
Accredited University, India *Year – Year*

## Certifications

- Google Ads Search Certification
- HubSpot Inbound Marketing
- Meta Certified Digital Marketing Associate

## Awards & Recognition

- “Top Campaign Performer” – NexaTech Annual Summit, 2022
- “Innovator of the Quarter” – Vortex Media, Q4 2018

## Tools & Technologies

- **Marketing:** HubSpot, Mailchimp, Hootsuite, Buffer
- **Analytics:** Google Analytics, GA4, SEMrush, Data Studio
- **Design:** Canva, Adobe Photoshop
- **Ads:** Google Ads, Meta Ads, LinkedIn Campaign Manager