

Resume 8: Marketing Manager (Mid-Level)

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PROFESSIONAL SUMMARY Results-driven Marketing Manager with 5+ years of experience in digital marketing, brand management, and campaign optimization. Proven track record of increasing brand awareness, lead generation, and customer acquisition across B2B and B2C markets.

CORE COMPETENCIES Digital Marketing Strategy | Content Marketing | Social Media Management Email Marketing | SEO/SEM | Google Analytics | PPC Advertising Marketing Automation | CRM Management | Brand Development A/B Testing | Lead Generation | Customer Segmentation

MARKETING TOOLS & PLATFORMS HubSpot | Salesforce | Mailchimp | Hootsuite | Buffer | Canva Google Ads | Facebook Ads Manager | LinkedIn Campaign Manager WordPress | Shopify | Google Analytics | SEMrush | Ahrefs

PROFESSIONAL EXPERIENCE

Marketing Manager | TechSolutions B2B | January 2020 - Present

- Developed integrated marketing campaigns resulting in 150% increase in qualified leads
- Managed marketing budget of \$500K+ across multiple channels and campaigns
- Launched content marketing program generating 2M+ organic website visits annually
- Implemented marketing automation workflows improving lead nurturing efficiency by 40%
- Collaborated with sales team to align marketing efforts with revenue goals

Digital Marketing Specialist | RetailBrand Inc. | March 2018 - December 2019

- Executed social media strategies across Facebook, Instagram, and Twitter platforms
- Managed Google Ads campaigns achieving 4:1 return on ad spend (ROAS)
- Created email marketing campaigns with average open rate of 28% (industry average 20%)
- Analyzed customer data to develop targeted marketing segments
- Supported product launches through coordinated marketing efforts

Marketing Coordinator | Creative Agency Solutions | June 2016 - February 2018

- Assisted in developing marketing strategies for diverse client portfolio
- Created marketing materials including brochures, presentations, and web content
- Managed client social media accounts and engagement strategies
- Conducted market research and competitive analysis for client projects

- Supported event planning and execution for trade shows and conferences

EDUCATION Bachelor of Business Administration - Marketing Northwestern University |
Graduated 2016 Minor in Communications

PROFESSIONAL DEVELOPMENT Google Analytics Certified (2022) HubSpot Content
Marketing Certification (2021) Facebook Blueprint Certification (2020) Google Ads Certification
(2019)

ACHIEVEMENTS

- Marketing Campaign of the Year Award - Chicago Marketing Association (2021)
 - Increased organic website traffic by 200% year-over-year (2020-2021)
 - Led rebranding initiative resulting in 35% improvement in brand recognition
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