

Michael Lee

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Professional Summary

Dynamic Marketing Manager with 7 years of experience driving brand growth and customer engagement through strategic marketing campaigns. Proficient in SEO, digital marketing, content creation, and analytics. Skilled at leading cross-functional teams to exceed KPIs and deliver measurable ROI.

Professional Experience

Marketing Manager | Growth Solutions Ltd. | 2016-2023

- Developed and executed digital campaigns that increased lead generation by 35%.
- Managed social media strategy, growing followers by 50% across platforms.
- Analyzed campaign performance and adjusted strategies to improve ROI by 20%.
- Coordinated events and partnerships to enhance brand presence.

Education

MBA in Marketing | DEF University | 2014-2016

BBA in Business Administration | DEF University | 2010-2014