

**Name:** Michael Davis

**Contact Information:**

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**Profile:**

Results-driven marketing manager with 8+ years of experience in developing and executing data-driven marketing strategies. Expertise in brand management, digital marketing, and customer segmentation in the retail industry. Adept at driving growth through creative campaigns and strong analytical insights. Looking to contribute to a forward-thinking retail brand.

**Work Experience:**

*Marketing Manager, Fashion Forward*

**January 2018 – Present**

- Designed and implemented a customer loyalty program that increased repeat purchases by 15% within the first year.
- Spearheaded digital marketing campaigns that contributed to a 20% increase in e-commerce sales.
- Managed a team of 5 marketing professionals, overseeing all aspects of campaign planning, execution, and reporting.

*Marketing Specialist, Trendy Wear*

**June 2013 – December 2017**

- Coordinated social media campaigns that boosted online engagement by 30%.
- Collaborated with product teams to create targeted promotions, driving foot traffic to retail stores.
- Analyzed customer behavior and segmented audiences to improve targeting and conversion rates.

**Education:**

MBA in Marketing, London School of Economics

Graduated: 2013

BA in Business Administration, University of Manchester

Graduated: 2011

**Skills:**

- Digital marketing: SEO, PPC, Social media strategy
- Analytics: Google Analytics, Tableau, Excel
- Campaign management: Email marketing, Customer loyalty programs, Content marketing
- Leadership: Team management, Stakeholder communication