

# SOPHIA RODRIGUEZ

## Marketing Manager

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## PROFESSIONAL SUMMARY

Results-driven Marketing Manager with 6+ years of experience creating and executing comprehensive marketing strategies across digital and traditional channels. Proven track record of increasing brand awareness and driving business growth through data-driven campaigns. Skilled in project management, team leadership, and marketing analytics.

## CORE COMPETENCIES

- Digital Marketing Campaign Management
- Social Media Strategy & Content Marketing
- Marketing Analytics & ROI Measurement
- Brand Development & Management
- Team Leadership & Collaboration
- Budget Planning & Resource Allocation

## PROFESSIONAL EXPERIENCE

### SENIOR MARKETING MANAGER

**Elevate Brands** | Chicago, IL | Feb 2022 - Present

- Develop and implement comprehensive marketing strategies resulting in 35% increase in qualified leads
- Manage \$1.2M annual marketing budget across digital and traditional channels
- Lead a team of 5 marketing specialists, providing mentorship and professional development
- Analyze campaign performance using Google Analytics and HubSpot, optimizing strategies for maximum ROI
- Collaborate with sales team to align marketing initiatives with sales goals, increasing conversion rates by 22%
- Oversee company's rebranding initiative, resulting in 40% increase in brand recognition

### DIGITAL MARKETING SPECIALIST

**Global Solutions Group** | Chicago, IL | Mar 2019 - Jan 2022

- Created and managed digital marketing campaigns across social media, email, and content platforms
- Increased social media engagement by 65% through targeted content strategy and community management
- Implemented marketing automation using HubSpot, improving lead nurturing efficiency by 45%
- Collaborated with creative team to develop consistent brand messaging and visual identity
- Conducted competitive analysis and market research to identify new marketing opportunities
- Managed relationships with external agencies and vendors

## **MARKETING COORDINATOR**

**Innovative Marketing Partners** | Minneapolis, MN | Jun 2017 - Feb 2019

- Assisted in planning and executing marketing campaigns across multiple channels
- Coordinated content calendar and managed company social media accounts
- Created monthly marketing performance reports using Google Analytics and other tools
- Supported event marketing initiatives, including trade shows and customer events
- Contributed to website content updates and SEO optimization

## **EDUCATION**

**Master of Business Administration (MBA), Marketing Concentration**

Northwestern University, Kellogg School of Management | Evanston, IL | 2015 - 2017

**Bachelor of Arts in Communication Studies**

University of Illinois | Urbana-Champaign, IL | 2011 - 2015

## **CERTIFICATIONS**

- Google Analytics Certification (2023)
- HubSpot Inbound Marketing Certification (2022)
- Facebook Blueprint Certification (2021)
- Content Marketing Institute Certification (2020)

## **TECHNICAL SKILLS**

**Marketing Platforms:** HubSpot, Marketo, Mailchimp, Hootsuite, Buffer

**Analytics Tools:** Google Analytics, SEMrush, Ahrefs, Tableau

**CRM Systems:** Salesforce, HubSpot CRM

**Design Software:** Adobe Creative Suite (Photoshop, InDesign, Illustrator)