**ALEXANDRA J. SMITH**  
Marketing Manager  
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**PROFESSIONAL SUMMARY**

Results-driven Marketing Manager with over 8 years of experience leading digital and brand marketing strategies. Expertise in SEO, PPC, email marketing, and campaign analytics. Proven ability to grow brand presence, increase ROI, and lead high-performing marketing teams. Adept at using data to drive strategic decisions and deliver measurable business outcomes.

**CORE SKILLS**

* Digital Marketing Strategy
* SEO & SEM
* Google Ads & Analytics
* Content Creation & Strategy
* CRM Tools (HubSpot, Salesforce)
* Email Marketing & Automation
* Team Leadership & Training
* Data-Driven Decision Making
* Marketing Campaign Optimization
* Social Media Marketing

**PROFESSIONAL EXPERIENCE**

**Senior Marketing Manager**  
BrightEdge Solutions — San Francisco, CA  
*June 2020 – Present*

* Led a team of 5 marketers to execute integrated campaigns, resulting in a 40% increase in qualified leads.
* Launched a content-driven SEO strategy, boosting organic traffic by 60% within one year.
* Reduced customer acquisition cost by 25% through optimized Google Ads and retargeting strategies.
* Managed a $750k annual marketing budget and increased ROI by 35%.

**Marketing Manager**  
Nimbus Tech — Los Angeles, CA  
*January 2017 – May 2020*

* Developed and implemented multi-channel campaigns across email, social, and web, increasing brand engagement by 45%.
* Introduced HubSpot CRM and built marketing automation workflows, reducing manual processes by 60%.
* Partnered with sales teams to align lead generation with pipeline targets, improving MQL to SQL conversion by 30%.

**Marketing Specialist**  
VisionWave Media — Austin, TX  
*June 2014 – December 2016*

* Supported content and email marketing efforts, contributing to a 20% increase in click-through rates.
* Analyzed campaign performance and compiled monthly reports for senior leadership.
* Maintained and updated company blog, resulting in a 15% increase in returning visitors.

**EDUCATION**

**Bachelor of Science in Marketing**  
University of Southern California — Los Angeles, CA  
*2010 – 2014*

**CERTIFICATIONS**

* Google Ads Certification
* HubSpot Content Marketing Certification
* Certified Digital Marketing Professional – Digital Marketing Institute

**OPTIONAL SECTIONS**

**Languages:** English (Native), Spanish (Professional)  
**Volunteer Work:** Marketing Advisor – Nonprofit Growth Lab (2021–Present)