

## Taylor Brown

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### Professional Summary

Dynamic Marketing Manager with 6 years of experience driving brand growth and customer engagement in tech and consumer goods industries. Expert in developing multi-channel campaigns, leveraging data analytics, and leading high-performing teams to exceed revenue goals. Successfully increased market share by 15% and boosted lead generation by 40% through innovative strategies. Passionate about storytelling, digital marketing trends, and fostering collaborative environments to deliver measurable results.

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### Core Competencies

- Brand Strategy & Positioning
- Digital Marketing (SEO, SEM, Social Media)
- Campaign Management & Execution
- Data Analytics (Google Analytics, HubSpot)
- Content Marketing & Copywriting
- Team Leadership & Mentorship
- Budget Management
- Market Research & Consumer Insights
- CRM Systems (Salesforce, Marketo)

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### Professional Experience

- **Senior Marketing Manager**
- *BrightWave Tech, Chicago, IL*

*September 2021 – Present*

- Led a team of 5 to develop and execute a B2B marketing strategy, increasing lead generation by 40% and contributing to a \$2M revenue uplift in 18 months.

- Oversaw a \$500K annual marketing budget, optimizing spend across paid ads, events, and content to achieve a 20% ROI improvement.
- Launched a rebranding campaign with updated messaging and visuals, boosting brand recognition by 25% (measured via customer surveys).
- Implemented SEO and SEM strategies that improved organic search rankings, driving a 30% increase in website traffic.
- **Marketing Manager**
- *PureGlow Consumer Goods, Minneapolis, MN*

*July 2019 – August 2021*

- Designed and managed multi-channel campaigns (email, social media, PPC) for a skincare product line, growing online sales by 35% within one year.
- Partnered with product teams to conduct market research, identifying key consumer trends that informed a new product launch with 10K units sold in the first quarter.
- Utilized HubSpot to segment audiences and personalize email campaigns, achieving a 15% higher open rate and 10% conversion lift.
- Coordinated trade shows and influencer partnerships, expanding brand reach to 500K+ impressions annually.
- **Marketing Associate**
- *Skyline Media Group, Denver, CO*

*June 2018 – June 2019*

- Supported the creation of social media content and paid ad campaigns, increasing follower growth by 20% across platforms (Instagram, LinkedIn).
- Analyzed campaign performance using Google Analytics and presented actionable insights to leadership, leading to a 12% improvement in CTR.
- Assisted in managing a \$100K event budget, executing 5 regional conferences that generated 300+ qualified leads.
- Collaborated with design teams to produce marketing collateral, ensuring consistency with brand guidelines.

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## **Education**

- **Bachelor of Arts in Communications (Minor in Business Administration)**
- *University of Illinois at Urbana-Champaign, Champaign, IL*

*Graduated: May 2018*

- Magna Cum Laude

- President, Marketing Club (2017–2018)
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## Certifications

- Google Ads Certification – 2020
  - HubSpot Inbound Marketing Certification – 2019
  - Professional Certified Marketer (PCM), American Marketing Association – 2021
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## Technical Skills

- Tools: Google Analytics, HubSpot, Salesforce, Marketo, Hootsuite, Canva
  - Platforms: Meta Ads Manager, Google Ads, LinkedIn Campaign Manager
  - Other: Basic HTML/CSS, Microsoft Office Suite, Adobe Creative Suite (Photoshop, InDesign)
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## Projects

- **Freelance Marketing Consultant**
- *Self-Employed, Remote*

*January 2020 – Present (Part-Time)*

- Advised small businesses on digital marketing strategies, including social media and email campaigns, resulting in a 50% average increase in online engagement for 3 clients.
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## Additional Information

- Languages: Fluent in English, basic proficiency in French
- Interests: Travel blogging, yoga, attending marketing conferences