

MARC CHEN

Growth Marketing Manager

 marc.chen@email.com

 Denver, CO

 [LinkedIn](#)

WORK EXPERIENCE

Growth Marketer

[Optimal Digital Marketing](#)

 October 2018 - current

 Remote

- Developed and executed growth marketing strategies to **increase annual revenue by \$8 million** through new customer acquisition, retention, and expansion efforts
- Managed 3 content creators who generated engaging blog posts to boost website traffic by 23% month-over-month
- Created email campaigns with open rates over 60%, resulting in an average order value of \$120 per sale
- Built relationships with over 15 influencers to promote brand awareness and sales via social media channels
- Instituted 11 new marketing strategies and 22 campaigns that generated over \$8 million in revenue

Digital Marketing Manager

[Louder Than Digital](#)

 December 2013 - October 2018

 Denver, CO

- Spearheaded the launch of a new product line, resulting in an **increase in sales revenue of over 12%**
- Collaborated with SEO and PPC groups to develop strategic marketing campaigns that increased website traffic by 33%
- Generated a yearly revenue increase by 15% via restructuring and implementing 6 direct and digital marketing strategies
- Created processes and procedures for digital marketing that increased throughput by 22%

Digital Marketing Assistant

[Tree Ring Digital](#)

 June 2010 - December 2013

 Denver, CO

- Increased website traffic by 18% by developing, executing, and guiding integrated multichannel marketing strategies to increase brand awareness and generate leads
- Led efforts to reengineer and implement website changes to increase focus on marketing, which increased annual sales revenue by 8%
- Collaborated with a marketing team of four, and personally oversaw all aspects of 2-3 marketing campaigns per month

CAREER OBJECTIVE

Innovative, creative, and analytical growth marketer with a proven track record in developing and executing successful marketing campaigns. Seeking new challenges and rewards with ThoughtSpot in identifying customer needs and translating them into actionable plans.

EDUCATION

Bachelor's of Marketing

- Cum Laude
- Dean's List 7 of 8 semesters

[University of Denver](#)

 August 2008 - May 2012

 Denver, CO

CERTIFICATIONS

- LinkedIn Ads
- HubSpot Inbound Marketing
- Google AdWords

SKILLS

- Analytic Tools (Google Analytics, Facebook Ads Manager, Google Ads)
- A/B Testing
- Graphic Design
- Mailchimp
- CRM Spinkler
- Power BI
- MS Office
- Kissmetrics
- Mixpanel