

# Terry Cloutier

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Professional marketing director with nearly 10 years of experience working with brands to generate qualified leads and increase sales. Capable of working with agencies or in-house marketing departments to execute high-performing marketing strategies across digital and print channels. Extensive experience using tools like SEMRush, HubSpot, and Google Analytics to track campaign performance and optimize marketing strategies.

## Education

### Bachelor of Science in Business Administration

The University Of Arizona.  
Tucson, AZ  
September 2008 - June 2012

## Key Skills

- Social Media Marketing
- Marketing Analytics
- Paid Advertising
- Corporate Branding
- Sales

## Certifications

- Digital Marketing Certification, The Digital Marketing Institute, 2018
- HubSpot Social Media Marketing Certification, HubSpot, 2017

## Professional Experience

### Marketing Director

Digital+ Solutions, Phoenix, AZ | January 2018 - Present

- Oversee the implementation of digital marketing campaigns and report quarterly marketing performance to management team
- Perform rigorous market research and analysis to refine and optimize existing marketing strategies
- Work closely with upper management to understand long-term business objectives and develop marketing strategies that prioritize these objectives

### Digital Marketing Manager

BigHaus. Phoenix, AZ | April 2015 - December 2017

- Used marketing tools like Google Ads to plan and execute paid advertising campaigns on Google that resulted in a 25% increase in web traffic
- ♦ Utilized SEMRush to perform competitor analysis and develop an SEO strategy designed to outperform competitors
- Engaged with social media followers to maintain a positive brand image and encourage customer loyalty

### Social Media Marketing Associate

Plus 10 Marketing, Phoenix, AZ | 1 September 2012 - February 2015

- Worked with senior marketing professionals to establish campaign objectives for social media strategies and measure their performance
- Refined video advertising campaign to increase clickthrough rates by 15%
- Address customer service issues by responding to followers on social platforms like Twitter, Facebook, and Instagram