

ELLA GREEN

Sr. Marketing Manager | Strategic Planning | Brand Development

@ Email [linkedin.com](#) New York City, NY

SUMMARY

With over 8 years of experience in marketing, I have honed my skills in strategic planning, brand development, and digital marketing campaigns. My career is marked by successful project launches and innovative marketing strategies that have significantly increased brand visibility and revenue.

EXPERIENCE

Sr. Marketing Manager 01/2020 - Present

Google New York, NY

- Led a team of 10 in developing and executing a comprehensive digital marketing strategy, increasing online engagement by 40% year-over-year.
- Managed a \$5M marketing budget, optimizing spend across channels to achieve a 25% reduction in costs while maintaining lead quality.
- Spearheaded the launch of 3 major product campaigns, resulting in a 35% increase in market share within the first 6 months.
- Collaborated with cross-functional teams to enhance product positioning and messaging, which increased customer retention rates by 15%.
- Implemented a data-driven approach to marketing, utilizing analytics to refine strategies and achieve a 20% improvement in ROI on marketing campaigns.
- Negotiated with external vendors to secure advantageous terms, saving the company over \$200K in marketing expenses.

Marketing Manager 06/2017 - 12/2019

Facebook New York, NY

- Developed and executed marketing strategies that increased brand awareness by 50% in targeted demographics.
- Led a successful influencer marketing campaign that resulted in a 60% increase in engagement on social media platforms.
- Managed cross-channel marketing campaigns, coordinating between PR, online, and event marketing, increasing overall campaign effectiveness by 30%.
- Conducted market research to identify new market opportunities, leading to the launch of 2 new product lines.
- Oversaw the redesign of the company website, improving user experience and increasing web traffic by 20%.

Assistant Marketing Manager 03/2014 - 05/2017

Spotify New York, NY

- Assisted in the development and implementation of marketing strategies that contributed to a 10% year-over-year growth in subscriber base.
- Coordinated with the sales team to create marketing materials that supported sales efforts and resulted in a 15% increase in sales.
- Analyzed market trends and competitor activities to provide actionable insights for strategy adjustment.
- Managed social media accounts, growing followers by 25% and increasing engagement rates by 30%.

EDUCATION

Master of Business Administration (MBA) 01/2011 - 01/2013

Columbia University New York, NY

Bachelor of Science in Marketing 01/2007 - 01/2011

New York University New York, NY

KEY ACHIEVEMENTS

Increased Market Share

Led the launch of 3 major product campaigns, resulting in a 35% increase in market share within the first 6 months.

Cost Reduction Leader

Managed a \$5M marketing budget, optimizing spend across channels to achieve a 25% reduction in costs.

Engagement Growth Strategist

Developed a comprehensive digital marketing strategy that increased online engagement by 40% year-over-year.

Website Redesign Success

Oversaw the redesign of the company website, improving user experience and increasing web traffic by 20%.

SKILLS

Strategic Planning · Digital Marketing ·

Brand Development · Budget Management ·

Product Launches ·

Cross-functional Team Leadership ·

Data Analysis · SEO/SEM ·

Social Media Marketing · Content Creation

CERTIFICATION

Advanced Digital Marketing

Comprehensive course covering SEO, SEM, and social media strategies, provided by Coursera.