

Daniel Carter

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Target Field: Marketing

PROFILE

Growth Marketing Manager with experience in Marketing. Comfortable working with teams to get projects done and support day-to-day operations. Looking to grow impact in a fast-paced environment.

EDUCATION

University of Florida

B.S. Marketing

Miami, FL

2018 — 2022

- Activities: student org member

EXPERIENCE

Growth Marketing Manager — Nova Growth

Remote / Hybrid | Jun 2023 — Present

- Supported execution and kept tasks organized across multiple stakeholders.
- Helped maintain reporting and basic analysis to track progress against goals.
- Improved documentation and created templates to make work more consistent.

Lifecycle Marketing Associate — Vivid Commerce

Raleigh, NC | Jul 2021 — May 2023

- Supported execution and kept tasks organized across multiple stakeholders.
- Helped maintain reporting and basic analysis to track progress against goals.
- Improved documentation and created templates to make work more consistent.

Intern — Cinder Brand Studio

Portland, OR | Jun 2019 — Jun 2021

- Supported execution and kept tasks organized across multiple stakeholders.
- Helped maintain reporting and basic analysis to track progress against goals.

PROJECTS

Lifecycle Email Refresh

- Segmented audiences and rewrote campaigns to improve CTR and retention.
- Built reporting cadence and testing plan for continuous iteration.

Paid Social Testing

- Ran creative tests across multiple concepts and tightened targeting strategy.
- Built dashboards to track CAC, ROAS, and cohort outcomes.

SKILLS

Skills: Email marketing, Landing pages, Campaign strategy, A/B testing, CRM, GA4, Copywriting, Paid social, Reporting

Certifications: GA4 Certification, HubSpot Email Marketing