

# Hector Mitchell

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Target Field: Marketing

## PROFILE

Lifecycle Marketing Associate with experience delivering measurable outcomes in Marketing. Strong in execution, clear communication, and building systems that scale. Comfortable owning work end-to-end and collaborating across teams.

## EDUCATION

**University of Florida**  
B.S. Marketing

Phoenix, AZ  
2019 — 2023

- Coursework: Systems, Research Methods; GPA: 3.7/4.0 (synthetic)

## EXPERIENCE

### Lifecycle Marketing Associate — Lift Digital

*Boston, MA | Sep 2023 — Present*

- Led a cross-functional initiative; improved a key metric by 12% through iteration and better tooling.
- Created dashboards and recurring reporting; reduced decision turnaround time by 30%.
- Standardized processes and documentation; cut manual effort by 55% and improved consistency.
- Partnered with stakeholders to define requirements, align on scope, and deliver on schedule.

### Growth Marketing Manager — Bluewave Media

*Chicago, IL | Jul 2021 — May 2023*

- Launched a cross-functional initiative; improved a key metric by 22% through iteration and better tooling.
- Created dashboards and recurring reporting; reduced decision turnaround time by 50%.
- Standardized processes and documentation; cut manual effort by 45% and improved consistency.

### Intern — Nova Growth

*Washington, DC | Jun 2019 — Jun 2021*

- Built a cross-functional initiative; improved a key metric by 18% through iteration and better tooling.
- Created dashboards and recurring reporting; reduced decision turnaround time by 40%.
- Standardized processes and documentation; cut manual effort by 45% and improved consistency.

## PROJECTS

### Lifecycle Email Refresh

- Segmented audiences and rewrote campaigns to improve CTR and retention.
- Built reporting cadence and testing plan for continuous iteration.
- Presented results to stakeholders and documented next steps.

### SEO Content Program

- Created topic clusters and briefs; updated high-traffic pages for better conversion.
- Audited technical SEO and worked with devs on fixes.
- Presented results to stakeholders and documented next steps.

### Paid Social Testing

- Ran creative tests across multiple concepts and tightened targeting strategy.
- Built dashboards to track CAC, ROAS, and cohort outcomes.
- Presented results to stakeholders and documented next steps.

## SKILLS

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

**Certifications:** HubSpot Email Marketing, GA4 Certification, Meta Blueprint (In Progress)