

Hector Mitchell

Seattle, WA • (206) 373-3037 • hector.mitchell21@example.com • linkedin.com/in/hectormitchell21

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)