

DARREN JONES

Marketing Manager

@ CONTACT

- Djones@email.com
- (123) 456-7890
- Brooklyn, NY
- [LinkedIn](#)

EDUCATION

- B.S.
Marketing
University of Pittsburgh
 September 2014 - April 2018
 Pittsburgh, PA

★ SKILLS

- HubSpot, Salesforce
- Microsoft Excel, Word, Powerpoint
- Paid Ads (Facebook, Google, LinkedIn, Instagram)
- A/B testing, audience segmentation
- Google Analytics
- SEO

WORK EXPERIENCE

Marketing Manager

Varsity Tutors

May 2023 - current Brooklyn NY

- Directed six full-time marketers** and three paid contractors, enhancing team productivity by implementing agile marketing methodologies
- Spearheaded the launch of a campaign for a new educational product, resulting in revenue of \$5.4M in the first year
- Streamlined lead management within HubSpot CRM, facilitating a 32% decrease in lead-to-customer conversion time
- Developed partnerships with higher education institutions in the US, resulting in an incremental \$7M increase in revenue
- Identified under-performing vendors, leading to a \$451k reduction in costs while exceeding revenue targets

Marketing Analyst

Edward Jones Financial

August 2019 - May 2023 New York NY

- Built a comprehensive paid acquisition strategy across Google, Facebook, and industry newsletters, **attracting new leads that generated \$17M** in 2020
- Steered a strong brand awareness campaign through conferences and speaking engagements, leading to a 78% increase in inbound leads year-over-year
- Led the implementation of real-time reporting on marketing spend to adjust bid strategy, aiding a 27% bump in ROI
- Exceeded growth targets every quarter by 24%, leveraging Google Analytics to identify four high-performing channels

Marketing Analyst Intern

DeltaV Digital

August 2018 - August 2019 Washington DC

- Created an A/B testing plan for Facebook ad copy, contributing to a 21% improvement in ROI
- Generated reports in Tableau for the executive team around KPIs like marketing spend, new leads, revenue generated, and ROI, saving 16 hours of manual reporting per week
- Conducted comprehensive market trend analyses using MS Excel, identifying key patterns that drove a significant boost in targeted marketing campaign effectiveness
- Supported content marketing initiatives, contributing to an SEO-optimized blog series that **increased website backlinks by 44%** and amplified online visibility