Marketing Resume (Text Format)

Make sure you choose the right resume format to suit your unique experience and life situation.

An organized and creative professional with proven marketing skills and a desire to learn more. Possess 4+ years of experience working for a diverse group of organizations and clients. Gained expertise in data analysis, publication marketing, and web-based advertising. Looking to utilize my existing skill set to increase company profitability at [Company Name].

PROFESSIONAL EXPERIENCE

BUSINESS CONSULTANT

Claydon Heeley, Boston, MA / September 2020–present

Assisted clients with business plan, purchase, branding, advertising, remodeling, and marketing, increasing monthly sales from $8,000 to $25,000 in 10 months

Increased followers on social media by 150% in 3 months, resulting in $47,000 in increased online sales through a significant increase in brand awareness

Initiated a series of marketing campaigns including email, print, digital, outdoor, and social media. Crafted concept and content for journal ads, direct mail campaigns, and blogs

ASSOCIATE PUBLISHER

The Boston Herald, Boston, MA / June 2017–August 2019

Spearheaded the development of the first media kit amalgamation for all company projects, increasing national sales by 8% in 10 months

Implemented efficiency and cost-saving programs that reworked the editorial, production, and sales processes for three magazines; increasing profitability by 10% in 3 months

Kept abreast with the latest publication marketing strategies and developed new social media campaigns to increase brand influence

Discovered, negotiated, and secured new relationships with local organizations, resulting in the launch of five new publications whose profitability increased between 10%–20% annually

EDUCATION

BA Art & Design

Watford Art School, Chicago, IL

2017

Graduated magna cum laude

SKILLS

Adobe Creative Suite

Google Analytics

Webmaster Tools

Social Media Marketing

Stata/Atlas

Asana/Jira

Digital Marketing Resume (Text Format)

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Summary

Digital Marketing Director with 6+ years of experience in digital marketing, branding, and new business strategy across music, media, and entertainment industries. Skilled in evaluating needs and implementing strategies that increase revenue and brand growth.

Professional Experience

ELEVEN SEVEN MUSIC GROUP, New York, NY

Director of Digital Marketing, September 2015–Present

Manage digital sales streaming accounts to improve brand positioning and growth

Source and develop new strategic partnerships, social engagements, and advertising opportunities that generate new revenue streams

Collaborate with internal departments to execute national advertising campaigns, plan global digital distribution, and re-deploy a 2M+ consumer sales and marketing database

Lead the concept and launch of multiple crowdfunding campaigns for priority artist releases, resulting in new revenue of $200K+

RAZOR AND TIE, New York, NY

Digital Marketing Manager, June 2011–August 2015

Developed and apply both strategic and tactical digital marketing plans and e-commerce activities with a focus on driving acquisition and conversion

Devised and implemented robust digital acquisition plans, ensuring precision with reporting, budgets, and re-forecasts

Increased site traffic by 15% from paid sources (PPC, Grant, Display, and VOD)

Led the acquisition of a new digital agency, resulting in 90% MOM savings

Enhanced conversion rates by 30% through A/B tested landing pages for a better performing conversion funnel

Education

COLORADO STATE UNIVERSITY, Ft. Collins, CO

Bachelor of Arts, Technical Journalism (Broadcast Media), May 2011

Honors: cum laude (GPA: 3.6/4.0)

Additional Skills

Digital Data Analytics/Marketing: Tubular Insights | Facebook Insights | Pinterest | Instagram Insights | Google Analytics | Google AdWords | MailChimp

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | AutoCAD | Rhinoceros

Microsoft Excel, PowerPoint, Word | Slack | Sprinklr | Hootsuite | Salesforce | Concur

What are the 7 steps of recruitment?

Image result for point for recruitment

Step 1: Identify the hiring needs. What are your existing hiring needs? ...

Step 2: Prepare job descriptions. ...

Step 3: Devise your recruitment strategy. ...

Step 4: Screen and shortlist candidates. ...

Step 5: Interview Process. ...

Step 6: Make the offer. ...

Step 7: Employee Onboarding.

The Administrative Support Assistant supports the general administrative functions of a wide variety of academic or administrative units including answering phones, greeting/referring/assisting visitors, customers, staff, or others, preparing documents and reports, compiling records, scheduling meetings, organizing and

Top 10 Administrative Assistant Skills

Organization.

Time management.

Interpersonal skills.

Written communication.

Verbal communication.

Attention to detail.

Microsoft Word, PowerPoint, and Excel.

Adaptability.