KATHERINE COOPER

PROFESSIONAL TITLE

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PROFESSIONAL OVERVIEW

Product Marketing Strategy expert with over 15 years of management experience in B2B and real estate sectors. Highly skilled at communicating and building influential relationships with clients and teams at all levels of the organization. A solution-oriented strategist with a focus on long-term goals and cross-functional collaboration, having the ability to successfully launch, build, and scale brands in competitive industries.

WORK EXPERIENCE

**Company Name** | Location, Head of Digital Marketing Jan 2017 - Present

* Add Skills section, it is so important!; it will help a lot in case they use ATS (applicant tracking system)
* You should carefully read the job description and pay attention to what format is required; if they ask for Word, they use ATS; if there’s no requirement then send your resume as PDF
* It is true that your resume should be 1-2 pages but if you have a lot of experience and many results, don’t limit yourself; write everything down; I’m always here for you if you need tips, advice, help

**Company Name** | Location, Your Position Title March 2009 - Jan 2017

* Achievements: It is not enough to say what you’ve done; your achievements matter the most; please check the Resume Writing guide for instructions
* Make these points easy to read and easy to understand; use action verbs and show them that you are the action person they need; write your achievements and results, use metrics
* Don’t hesitate to showcase the responsibilities you had that weren’t on your job description; they will that you have initiative and you’re open to developing yourself

**Company Name** | Location, Your Position Title April 2007 - March 2009

* Read the job description and be sure to add the most frequent keywords; it will increase your ATS
* Showcase your accomplishments, they will ask questions from your resume during the interview; you need to be able to give details about everything you’ve written on your resume
* Write at least 3 bullet points under each job; as a recruiter, it is weird when you see a candidate with 1-year experience at a company but has only 1 bullet point; what have you done all that time?

EDUCATION

University/College | Location | Master’s in Economics Date

University/College | Location | BA in Business Administration Date

SKILLS

Communication Social Media Marketing Strategy Time Management

Team Management Email Marketing Stress Management Critical Thinking

Problem-solving Copywriting Adaptability Decision-making