

DARREN JONES

Marketing Manager

✉ Djo@email.com

☎ (123) 456-7890

📍 Brooklyn, NY

🌐 [LinkedIn](#)

WORK EXPERIENCE

Marketing Manager

Varsity Tutors

📅 May 2018 - current 📍 New York NY

- Directed the launch of a campaign for a new educational product, resulting in revenue of \$5.4M in the first year
- Created a holistic paid acquisition strategy, leading to a 44% ROI for every dollar spent
- Built out a culture of robust data collection and A/B testing to improve campaign performance, leading to a 66% average improvement from campaign start to end
- Developed partnerships with higher education institutions in the US, resulting in an incremental \$7M increase in revenue
- Exceeded sales targets by 36% for the full year 2019
- Identified under-performing vendors, leading to a \$450,000 reduction in costs while exceeding revenue targets
- Directed a team of 5 full-time marketers and 3 paid contractors

Marketing Analyst

Edward Jones Financial

📅 August 2015 - May 2018 📍 New York NY

- Developed a comprehensive paid acquisition strategy across Google, Facebook, and industry newsletters, resulting in new leads that generated \$17M in 2017
- Built 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, leading to a 27% improvement in ROI
- Exceeded growth targets every quarter by an average of 24%

Marketing Analyst Intern

DeltaV Digital

📅 August 2014 - August 2015 📍 Washington DC

- Created A/B testing plan for Facebook ad copy, leading to a 15% improvement in ROI
- Built key reports in Tableau for executive team around KPIs, such as marketing spend, new leads, revenue generated, and ROI, saving 15 hours of manual reporting each week

CAREER OBJECTIVE

Results-driven marketing manager with 7+ years of experience. Marketing efforts I directed have generated upwards of \$5M in revenue for companies I have impacted.

EDUCATION

B.S.

Marketing

University of Pittsburgh

📅 September 2010 - April 2014

📍 Pittsburgh, PA

SKILLS

HubSpot, Salesforce

Microsoft Excel, Word, Powerpoint

Paid Ads (Facebook, Google, LinkedIn, Instagram)

A/B testing, audience segmentation

Google Analytics

SEO