

# Mariana Anderson

## Marketing Manager

Experienced Marketing Manager with nearly 2 years of hands-on expertise in developing and implementing strategic marketing campaigns.

Skilled in creating and executing comprehensive marketing strategies across various channels, including digital advertising, content marketing, social media, and email marketing. Proven track record in successfully managing cross-functional teams and collaborating with stakeholders to achieve business objectives.

## Contact

### Phone

123-456-7890

### Email

hello@reallygreatsite.com

### Address

123 Anywhere St., Any City

## Education

2008

### Managment

College Logos Mostar

## Expertise

- Growth Marketing
- Communication
- Modeling

## Language

English

German

Spanish

Croatian

## Experience

### 2019 - 2022

Company Name | 123 Anywhere St., Any City

#### Event-Manager

-Managing technical aspects of key marketing systems (marketing automation, CRM) used to generate, distribute, and report on leads. (HubSpot)

-Defining strategic marketing plans

-Growing new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers)

-Analyzing marketing and sales data to develop insights and make recommendations on areas for optimization

-Evaluating new technologies and add-on applications to improve and optimize marketing team performance

### 2017 - 2019

Company Name | 123 Anywhere St., Any City

#### Marketing & Partner Manager

As a Marketing & Partner Manager, I am at the forefront of crafting and executing strategies that propel our organization to new heights. My role is a dynamic blend of creative marketing and partnership cultivation, aimed at achieving our company's goals and expanding our market reach.