

JOHN PROFESSIONAL

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SUMMARY

With marketing one of the most important go-to-market strategies for any business, my objective is to bring efficiency and transparency in activating and acquiring new customers for your business.

EXPERIENCE

MARKETING ASSOCIATE, ABC ASSOCIATES

2020- PRESENT

- Use of Amplitude to calculate conversion deltas for marketing campaigns for each acquisition channel, resulting in a positive return on advertising spend for Q4.
- Creating omni channel marketing campaigns for our SME vertical in collaboration with the growth marketing team lifting Q1 sales by 35%.
- Increasing the pipeline for marketing qualified leads by 5% each week which increased the number of meetings for account executives by 20% each week for Q4.
- Built out the affiliate marketing channel in Q4 as a go-to market channel, leading to a 6% revenue contribution.

SKILLS

Amplitude

- Proficient in using Amplitude's event-based analytics platform to measure the performance of specific campaigns.

Hubspot

- Adept in using Hubspot for A/B testing the performance of landing pages for specific campaigns and how they convert.

Google Analytics

- Use of Google Analytics to execute basic queries on the performance of the website over time while working to reduce the bounce rate for the website.

EDUCATION

Bachelor of Commerce, ACME UNIVERSITY

September 2014- April 2019