

# JANE PROFESSIONAL

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## SUMMARY

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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

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### GROWTH MARKETING MANAGER

May 2021- Present

#### JOB TITLE

- A/B testing landing pages for customer acquisition on Hubspot, iterated on the landing pages and contributed to a 30% jump in return on advertising spend for the fourth quarter
- Evaluated the adoption of activity tracking software for our website, settling on Hotjar, which resulted in 25% lower bounce rates in our pricing page.
- Started a weekly webinar expounding further on our product demo, which increased the volume of opportunities to 20 prospects each week resulting in a 15% sales uplift from webinar marketing.

### ABC ASSOCIATES

June 2019- March 2021

#### PPC CAMPAIGN MANAGER

- Experimenting on lifetime discounts during the last week of the quarter for users on the free tier, resulting in a 50% jump in the number of free users signing up to a paid tier.
- Coordinated with the growth marketing team to launch an activation campaign for the SME vertical, doubling our market share in the segment in three quarters.

## SKILLS

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#### Google Suite

- Better insight into the paid marketing efforts.

#### Hotjar

Visualization of user activity on our website beyond numbers

## EDUCATION

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### MASOMO UNIVERSITY

Bachelor of Arts

September 2015 – April 2019