

JANE 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

ACME INC.

May 2021- Present

PR & COMMUNICATIONS MANAGER

- Published 3 original brand stories each week from Q3 2021 and promoted them through 5 industry publications growing our LinkedIn presence from 16% to 28%.
- Created a template creative collateral kit in Q1 of 2022, which improved partnership pitches for the sales team.
- Lifted the number of influencers converting to affiliate marketers from 8% in Q2 2021 to 24% in Q2 2022.

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

Google Suite

- Better insight into the paid marketing efforts.

Hotjar

Visualization of user activity on our website beyond numbers

EDUCATION

MASOMO UNIVERSITY

Bachelor of Arts

September 2015 – April 2019