

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

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.
- Initiated an affiliate marketing program bringing on fast-growing websites leading to a doubling of revenue from this go-to market channel while reducing our customer acquisition costs.

ABC ASSOCIATES

June 2019- March 2021

PR & COMMUNICATIONS ASSOCIATE

- 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.

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

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