

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

- Grew the blog subscribers list from 2,000 in Q1 2020 to 12,000 in Q3 2022.
- In Q3 2022, placed 3 owned content pieces on 5 industry-related online publications.
- Iterated on email messaging which resulted in newsletter open rates jumping from 40% in Q2 of 2021 to 65% in Q2 of 2022.
- Built out the affiliate marketing channel in Q4 as a go-to market channel, leading to a 6% revenue contribution.
- Identified and learnt one professional skill each quarter with support from the management.

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