

JANE PROFESSIONAL

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SUMMARY

A dedicated and motivated paid channel campaign manager, with three years' experience in both paid and organic channel optimization. With both content and paid marketing a vital part in a company's go-to-market strategy, my experience in both spaces makes me the most suited candidate in your product marketing endeavours.

EXPERIENCE

PPC CAMPAIGN MANAGER, ACME INC.

May 2020 -Present

- Evaluated the adoption of Hotjar for a traffic heatmap and insight tool on our website, resulting in better landing page design and reducing bounce rates by 15%.
- 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.
- 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.

SEO CONTENT SPECIALIST, ABC ASSOCIATES

February 2019 – March 2020

- Grew the blog subscribers list from 2,000 in Q1 2019 to 12,000 in Q3 2019.
- In Q3 2019, 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 2019 to 65% in Q1 of 2020.

SKILLS

Google Suite

- Better insight into the paid marketing efforts.

Hotjar

- Visualization of user activity on our website beyond numbers.

EDUCATION

Bachelor of Arts, MSOMO UNIVERSITY

2014 - 2018