

CHELSEY DEGA

Marketing Manager

✉ chelseydega@email.com

☎ (123) 456-7890

📍 Brooklyn, NY

🌐 LinkedIn

EDUCATION

B.S.

Marketing

University of Pittsburgh

📅 September 2010 - April 2014

📍 Pittsburgh, PA

SKILLS

HubSpot, Salesforce

Microsoft Excel, Word,
PowerPoint

Paid Ads (Facebook, Google,
LinkedIn, retargeting)

A/B testing, audience
segmentation

Google Analytics

SEO

WORK EXPERIENCE

Marketing Manager

HADASSAH

📅 May 2018 - current

📍 New York, NY

- Directed the launch of a campaign for a new platform, resulting in revenue of \$5.3M in the first year
- Created a holistic paid acquisition strategy, ultimately leading to an ROI of 41% for every dollar spent
- Built out a culture of robust data collection and A/B testing to iteratively improve campaign performance, leading to an average improvement of 64% from campaign start to end
- Developed partnerships with higher education institutions in the US, resulting in an incremental \$7.4M in revenue
- Exceeded sales targets by 32% for the full year in 2019
- Identified vendors who were underperforming, leading to a reduction in costs of \$425,000 while exceeding revenue targets
- Oversaw a team of 5 full-time marketers and 4 paid contractors

Marketing Manager

Fora Financial

📅 August 2016 - May 2018

📍 New York, NY

- Developed a comprehensive paid acquisition strategy across Google, Facebook, and industry newsletters, resulting in new leads that generated \$18M in 2017
- Built a robust brand awareness campaign through conferences and speaking engagements, leading to an increase in inbound leads of 68% year over year
- Led the implementation of real-time reporting on marketing spend to adjust bid strategy, leading to an improvement of ROI by 22%
- Exceeded growth targets every quarter by 23% on average
- Managed a team of 4 full-time marketing associates

Marketing Analyst

Insight Global

📅 August 2014 - August 2016

📍 Washington D.C.

- Created A/B testing plan for Facebook ad copy, leading to an improvement in ROI of 12%
- Built key reports in Tableau for executive team around KPIs such as marketing spend, new leads, revenue generated, and ROI, saving 9 hours of manual reporting each week