

Lucia Morales

lucia.morales@email.com | +705-876-5900 | Vienna, Austria

PROFESSIONAL SUMMARY

Accomplished Growth Marketing Manager with 12 years of progressive experience in Marketing. Demonstrated expertise in Brand Management, Creative Strategy, Campaign Management with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

Brand Management

Creative Strategy

Campaign Management

Market Research

Analytics

PROFESSIONAL EXPERIENCE

Growth Marketing Manager | Oracle

2018 - Present | Vienna, Austria

- Spearheaded marketing initiatives that delivered 38% improvement in operational efficiency
- Led cross-functional teams of 9 professionals across multiple high-impact projects
- Architected and implemented Brand Management solutions resulting in \$264K annual cost savings
- Established best practices and mentored 4 team members, improving overall team productivity by 36%

Growth Marketing Manager | Consumer Brands Inc

2014 - 2018

- Developed and maintained creative strategy applications serving 51K+ users
- Collaborated with product and design teams to deliver 5 major feature releases
- Optimized system performance resulting in 36% reduction in response time

EDUCATION

Bachelor of Science in Digital Marketing

China Europe International Business School | 2007

CERTIFICATIONS

- Google Analytics Certified
- Google Ads Certified
- Facebook Blueprint Certified