

EMILY DAVIS

emily.davis@email.com • +782-298-8779 • Sydney, Australia

EXECUTIVE SUMMARY

Senior marketing leader with 1+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Growth Marketing	A/B Testing	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

PROFESSIONAL EXPERIENCE

Product Marketing Manager DigitalEdge | 2023 - Present

- Spearheaded enterprise-wide marketing transformation initiatives impacting 1879+ employees
- Delivered \$10M+ in annual revenue growth through strategic growth marketing implementations
- Built and led global teams of 46 professionals across 4 countries
- Reduced operational costs by 33% while improving service quality and customer satisfaction

EDUCATION & CERTIFICATIONS

MBA | Northwestern Kellogg | 2021
Bachelor of Science in Psychology | Northwestern Kellogg | 2019

Professional Certifications:

- HubSpot Content Marketing
- Google Ads Certified