

Jane Smith

Marketing Manager

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Summary

Dynamic Marketing Manager with 7+ years of experience in developing and executing successful marketing strategies across digital and traditional channels. Proven ability to drive brand awareness, lead generation, and customer engagement. Adept at market research, campaign management, and team leadership.

Experience

Marketing Manager | Global Brands Co. | London, UK

Mar 2020 – Present

- Developed and executed integrated marketing campaigns that increased brand recognition by 25% and generated 15% more qualified leads.
- Managed a team of 3 marketing specialists, overseeing content creation, social media, and email marketing efforts.
- Analyzed market trends and competitor activities to identify new opportunities and optimize campaign performance.
- Oversaw a marketing budget of \$500,000, ensuring optimal allocation and ROI.

Marketing Specialist | Creative Solutions Agency | Sydney, Australia

Apr 2017 – Feb 2020

- Managed social media presence across multiple platforms, growing followers by 50% within two years.
- Created compelling marketing content, including blog posts, website copy, and promotional materials.
- Coordinated email marketing campaigns, resulting in a 10% increase in open rates and 5% increase in click-through rates.

Education

Master of Business Administration (MBA) | Business School | 2017

Bachelor of Arts in Marketing | University of Arts | 2015

Skills

- **Marketing Strategy:** Digital Marketing, Content Marketing, SEO/SEM, Social Media Marketing, Email Marketing
- **Campaign Management:** Google Ads, Facebook Ads, HubSpot, Salesforce Marketing Cloud
- **Analytics:** Google Analytics, CRM Software, Data Analysis, Market Research
- **Tools & Platforms:** Mailchimp, Hootsuite, Canva, Adobe Creative Suite
- **Soft Skills:** Team Leadership, Communication, Project Management, Strategic Planning