

Amelia Sanches

[Your Phone Number]

[Your Email Address]

[Your LinkedIn Profile URL (optional)]

Summary

A highly accomplished marketing leader with 7+ years of experience driving predictable and scalable revenue engines in B2B and SaaS environments. Proven expertise in developing and executing demand generation strategies, managing cross-channel marketing campaigns, and optimizing marketing operations. Skilled at collaborating with leadership teams and functional areas to shape marketing strategies, align with business objectives, and deliver measurable ROI. Passionate about leveraging data-driven insights to drive brand growth, lead generation, and customer engagement.

Education

- **Master of Business Administration (MBA)** with a specialization in Marketing
[University Name], [City, Province], [Year of Graduation]
 - **Bachelor of Arts (BA) in Marketing**
[University Name], [City, Province], [Year of Graduation]
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Experience

Marketing Manager

[Previous Company Name], [City, Province] | [Dates of Employment]

- Partnered with leadership to develop marketing strategies that generated a scalable revenue engine, increasing leads by 15% and brand visibility by 20%.
- Managed end-to-end marketing and demand generation plans across digital and offline channels, achieving a 10% revenue boost from targeted campaigns.
- Collaborated with Product and Sales teams to prioritize integrated campaigns, optimizing messaging and channel effectiveness.
- Designed and executed inbound/outbound lead generation strategies across SEM/PPC, social media, events, webinars, websites/SEO, and email marketing channels.
- Enhanced marketing and lead management processes to improve pipeline growth and conversion rates by implementing CRM (HubSpot) and marketing automation solutions.

- Compiled, analyzed, and reported key marketing metrics to measure campaign performance, sales impact, and overall ROI.
- Excellent in working and implementing with Microsoft Office Suite

Marketing Coordinator

[Previous Company Name], [City, Province] | [Dates of Employment]

- Supported the execution of integrated marketing campaigns, including content creation, event planning, and digital marketing activities.
 - Assisted in managing social media accounts and website updates, contributing to a 30% increase in engagement and a 10% rise in web traffic.
 - Conducted market research to identify opportunities for growth and informed strategic decision-making for campaigns.
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Skills

- **Marketing Strategy & Planning:** Expertise in building scalable marketing strategies aligned with business objectives.
 - **Demand Generation & ABM:** Skilled in Account-Based Marketing (ABM) techniques and cross-channel lead generation.
 - **Digital Marketing:** SEM/PPC, SEO, social media, display ads, and email marketing.
 - **Campaign Management:** End-to-end campaign planning, execution, and reporting.
 - **Data-Driven Insights:** Proficient in compiling and interpreting marketing metrics to demonstrate ROI.
 - **Technical Proficiency:** CRM (HubSpot/Salesforce), list-building platforms (ZoomInfo), and campaign automation tools.
 - **Collaboration & Leadership:** Strong communication skills and a proven ability to manage cross-functional teams.
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Volunteer Experience

Marketing Committee Member

[Non-profit Organization Name], [City, Province] | [Dates of Involvement]

- Collaborated with a local non-profit organization to develop marketing materials and organize fundraising events, driving community engagement and awareness.
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References

Available upon request.