

## Contact Information

Amelia Sanches

[Your Phone Number]

[Your Email Address]

[Your LinkedIn Profile URL (optional)]

## Summary

A highly accomplished and results-oriented marketing professional with **7+ years of experience** in developing and executing successful marketing campaigns across various channels. Possesses a proven track record of driving brand awareness, generating leads, and achieving business objectives. **Passionate about social impact and community development**, with a strong understanding of social finance and the impact investing landscape. Seeking to leverage expertise and dedication to contribute to Tapestry's mission of empowering mission-driven organizations through Community Bonds.

## 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]

## Experience

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

Led the development and implementation of comprehensive marketing plans that **increased brand visibility by 20%** and **generated a 15% growth in leads**. [Quantifiable achievements are important to showcase impact]

Managed all aspects of **social media marketing, resulting in a 30% increase in follower engagement** and a **10% rise in website traffic from social media channels**.

Created compelling marketing materials, including website content, brochures, presentations, and case studies, that effectively communicated the organization's value proposition.

Conducted **market research** and analyzed industry trends to identify opportunities for growth and inform marketing strategies.

**Successfully launched a new product line** that exceeded revenue targets by 10% within the first year.

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

Provided support in the execution of marketing campaigns, including event planning, content creation, and digital marketing activities.

Assisted in the management of social media accounts and website updates.

Gained valuable experience in marketing research, data analysis, and reporting.

**I am eager to contribute to a role where I can partner closely with the leadership team and functional areas to shape and execute a comprehensive marketing strategy that builds a predictable and scalable revenue engine. My goal is to lead efforts in developing and managing multi-channel marketing and demand generation plans, from campaign ideation to execution, analysis, and optimization.**

**I have a proven track record of collaborating with Product and Sales teams to align on integrated campaigns and strategically prioritize channels for maximum impact. I am skilled at crafting inbound and outbound lead generation strategies across both digital (e.g., SEM/PPC, social media, display ads) and offline channels (e.g., events, webinars, email). My experience includes optimizing lead management processes and leveraging market research to identify target accounts and prospects that drive measurable pipeline growth and conversions.**

**As a collaborative team player, I value working with cross-functional teams like Sales, Customer Success, and Product Development to gather insights that inform innovative marketing initiatives. I also have a history of overseeing the creation and optimization of web properties to support lead generation and conversion goals.**

**I thrive on data-driven decision-making and have consistently used key performance metrics to track growth, sales execution, and the effectiveness of marketing activities. I am skilled at managing marketing operations, including budgeting, implementing demand generation technologies, and creating dashboards to demonstrate ROI.**

**Above all, I am passionate about driving a company's vision, ensuring brand consistency, and fostering a growth-minded culture. My leadership approach involves building high-performing teams, implementing best-in-class systems (CRM, campaign tracking, content management), and streamlining processes to deliver impactful results.**

**I look forward to the opportunity to bring these skills to a team focused on innovation, collaboration, and measurable growth.**

#### **Experience in demand generation management**

- **Proven track record of executing marketing strategies across multiple channels**
- **Expertise in:**
  - **Digital marketing**
  - **Content marketing**
  - **Event marketing**
  - **Social media marketing**
  - **Partnership marketing**

### **Technical Competencies:**

- **Proficiency in marketing tools like:**
  - **CRM systems (HubSpot/Salesforce)**
  - **List building platforms (ZoomInfo/Discover.org)**
  - **Campaign automation software**

### **Skills**

**Marketing Strategy and Planning**

**Digital Marketing (SEO, SEM, Social Media Marketing)**

**Content Creation and Copywriting**

**Social Media Management**

**Event Planning and Management**

**Market Research and Analysis**

**Data Analysis and Reporting**

**Project Management**

**Stakeholder Management**

**Strong Communication and Presentation Skills**

**Adobe Creative Suite**

**CRM Software**

- **Strategic planning**
- **Sales expertise**
- **SEO knowledge**
- **Digital marketing**
- **Marketing automation**
- **Account Based Marketing (ABM)**
- **Analytics and data interpretation**
- **Campaign management**
- **Communication and team leadership**

### **Volunteer Experience**

**Marketing Committee Member** | [Non-profit Organization Name] | [City, Province] | [Dates of Involvement]

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Volunteered marketing expertise to support a local non-profit organization focused on [briefly describe the organization's mission].

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Helped organize fundraising events and developed marketing materials to raise awareness for the organization's cause.

### **References**

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Available upon request.