

Sarah Mitchell
1234 Maple Street, Apartment 2B, Boston, MA 02118
Phone: (617) 555-2345
Email: sarah.mitchell1985@emailprovider.com

Professional Summary

Highly motivated Marketing Specialist with over 7 years of hands-on experience in brand development, digital marketing, and customer engagement. Demonstrated ability to lead successful campaigns, optimize ROI, and drive multi-channel marketing initiatives. Excellent communicator and team leader dedicated to aligning marketing strategies with business goals.

Work Experience

- Digital Marketing Coordinator
BrightWave Media, New York, NY
June 2020 – Present
 - Planned and executed comprehensive digital marketing strategies across SEO, PPC, email, and social media.
 - Increased lead acquisition by 35% through targeted campaigns and analytics-driven adjustments.
 - Managed social media presence, growing followers by 50% and improving engagement metrics.
 - Collaborated cross-functionally to align messaging and branding across departments.
 - Marketing Assistant
GreenTech Solutions, Boston, MA
August 2016 – May 2020
 - Conducted market analysis and research to support campaign development for new product launches.
 - Created and distributed marketing materials, including newsletters and event collateral.
 - Played a key role in planning and coordinating industry events and trade shows.
 - Maintained segmentation and data hygiene in marketing automation platforms.
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Education

Bachelor of Science in Marketing
University of Massachusetts, Amherst, MA — Graduated 2016

Certifications

Google Ads Certified (2022)

HubSpot Inbound Marketing Certification (2021)

Skills

- SEO and SEM Strategies
- Google Analytics and Tag Manager
- Content Marketing and Copywriting
- Adobe Photoshop and Illustrator
- Social Media Campaign Management
- CRM and Marketing Automation Tools (HubSpot, Marketo)