

[First Last Name]

[City, State] | [email@example.com] | [+1 (555) 555-5555] | [LinkedIn URL]

PROFESSIONAL SUMMARY

[Results-driven **Marketing Manager** with [X]+ years of experience leading multi-channel campaigns, brand strategy, and data-driven growth initiatives across B2B and B2C environments.]

[Proven track record in increasing lead volume, improving conversion rates, and optimizing ROI through performance marketing, marketing automation, and customer lifecycle programs.]

[Adept at collaborating with sales, product, and creative teams to build integrated go-to-market plans and deliver measurable business outcomes.]

PROFESSIONAL EXPERIENCE

[Marketing Manager] | [Company Name]

[Month YYYY] – Present | [City, State]

- [Led end-to-end planning and execution of integrated marketing campaigns across email, paid social, search, and content, resulting in a [XX]% increase in qualified leads and a [XX]% improvement in MQL-to-SQL conversion.]
- [Owned the marketing funnel and performance reporting, building dashboards in [Google Analytics/Looker/Power BI] and optimizing channel mix to achieve a [XX]% reduction in cost-per-lead while maintaining lead quality.]
- [Collaborated with sales and product teams to develop positioning, messaging, and sales enablement materials for key product launches, contributing to a [XX]% uplift in pipeline for targeted segments.]

[Assistant Marketing Manager] | [Company Name]

[Month YYYY] – [Month YYYY] | [City, State]

- [Supported the development and execution of annual marketing plans, managing a budget of [\$XXX,XXX] and coordinating campaigns that drove a [XX]% year-over-year increase in website traffic and engagement.]
- [Managed day-to-day operations of email marketing and marketing automation in [HubSpot/Marketo/Mailchimp], including list segmentation, A/B testing, and nurture workflows, resulting in a [XX]% lift in email open and click-through rates.]
- [Partnered with creative and external agencies to produce on-brand digital assets, landing pages, and promotional materials, ensuring consistent messaging and adherence to brand guidelines across all touchpoints.]

EDUCATION

[Bachelor of Science in Marketing] | [University Name]

[Month YYYY] – [Month YYYY] | [City, State]

- [Relevant coursework: Digital Marketing, Consumer Behavior, Marketing Analytics, Brand Management, Integrated Marketing Communications.]

SKILLS

- **Marketing Strategy & Planning:** [Go-to-market planning, campaign strategy, positioning, segmentation, and targeting.]
- **Digital & Performance Marketing:** [SEO/SEM, paid social, display, email marketing, conversion rate optimization, landing page testing.]
- **Marketing Analytics & Tools:** [Google Analytics, [HubSpot/Marketo], CRM ([Salesforce/HubSpot CRM]), A/B testing, dashboarding and reporting.]
- **Content & Brand Management:** [Content planning, editorial calendars, brand messaging, creative briefing, and asset management.]

- **Project & Stakeholder Management:** [Cross-functional collaboration, vendor management, timeline management, and budget tracking.]
- **Leadership & Communication:** [Team coordination, presentation skills, stakeholder alignment, and clear written communication.]

SELECTED PROJECTS

[Integrated Lead Generation Campaign] | [Company/Client Name]

[Month YYYY] – [Month YYYY]

- [Designed and executed a multi-channel lead generation initiative (email, paid social, search, and webinars) targeting [industry/segment], generating [XX,XXX] new leads and increasing marketing-sourced pipeline by [XX].%.]

[Brand Refresh & Website Optimization] | [Company Name]

[Month YYYY] – [Month YYYY]

- [Led cross-functional effort to refresh brand guidelines and optimize the corporate website, improving user experience and driving a [XX].% increase in organic traffic and a [XX].% increase in on-site conversion rate.]