

CLIENT'S NAME

DIRECTOR OF DIGITAL MARKETING



Torrance, California 12345



123.456.7891



rpw@gmail.com

QUALIFICATIONS PROFILE

Creative and growth-focused senior professional, with broad-ranging experience in digital marketing, sales optimization, and business development. Innovative manager, equipped with proven history of success in boosting consumer engagement; growing market share; and surpassing margin and revenue targets. Concept-to-execution driver, adept at implementing innovative strategies, programs, and campaigns to ensure positive bottom-line results and profitable business outcomes. Hands-on team leader, effective at training and mentoring teams to improve their knowledge and skills toward the achievement of organizational goals.

AREAS OF EXPERTISE

**Go-to-Market Strategy Development | Brand Positioning | Market Penetration | Budgeting and Forecasting
Customer Needs Assessment | Marketing Data Analytics | Conversational Marketing**

PROFESSIONAL EXPERIENCE

COMPANY NAME | CITY, STATE

Digital Marketing Manager: Nov 2020–Nov 2022

- Assumed responsibility for the development and implementation of digital marketing strategies and campaigns to generate more qualified leads and achieve overall organizational goals
- Took charge of analyzing market data to define and address close market share gaps, identify market trends, and strengthen brand presence
- Expertly utilized a variety of tools for all digital marketing strategies, including website, email, social media, paid advertisements, and blogs
- Evaluated campaign performance and communicated marketing goals, strategy, and performance to the leadership team
- Oversaw the Social/Digital Media Team in designing, building, and maintaining the company's social presence while working with web developers to determine solutions and build strong web presence
- Carried out performance metrics monitoring and trends forecasting to optimize marketing and sales lead funnel
- Discovered new opportunities to drive digital/social innovations and effectively deal with ever-changing market conditions

Key Highlights

- ✓ Grew adoption rate by 92% through the onboarding of the HubSpot customer relationship management (CRM) platform
- ✓ Maximized the use of open rate, click rate, and click through rate, which resulted in the increase of email marketing score by 130% from Q1 to Q2 of 2022
- ✓ Boosted search engine optimization (SEO) performance and overall engagement rates by merging redundant Active Adult Division Facebook pages into a single page

COMPANY NAME | CITY, STATE

Revenue Acceleration Strategist: Jan 2018–Nov 2020

- Reviewed performance versus key metrics and generated variance reports for campaign optimization
- Collaborated with sales teams in preparing and publishing training materials, and implementing ongoing feedback to maximize the materials and sales performance
- Trained up to 20 sales representatives in strategizing and navigating sales opportunities toward the achievement of sales targets

Key Highlights

- ✓ Addressed the needs of sales and marketing teams to drive buyer engagement throughout the buying process, resulting in an expedited sales process
- ✓ Initiated one-on-one conversations that increased month-over-month (MoM) conversion rates by approximately 23% and net lead conversions from 2.5% to 79%

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- ✓ Accelerated sales velocity and reduced sales friction by providing information, content, and tools to sales organizations
- ✓ Drove the creation of the voice and artificial intelligence (AI) for conversational marketing bots, along with the content and guidelines that functioned as the brain of client's personality

COMPANY NAME | CITY, STATE

Director of Marketing: Feb 2016–Jan 2018

- Established a strong social presence on various platforms through organic and paid advertising
- Strategized and maintained all CRM touch points, such as social media marketing, email marketing, retention strategies, and new customer acquisition initiatives
- Defined key levers and improvement opportunities through channel performance testing, reporting, analysis, and optimization
- Administered a \$2M annual marketing/advertising budget which entailed coordination of multiple vendor relationships

Key Highlight

- ✓ Brought significant contributions to organizational growth by achieving 82% year-over-year (YoY) increase in campaign conversions, as well as 46% increase in marketing qualified leads amounting to over \$2M additional sales opportunities

COMPANY NAME | CITY, STATE

Senior Marketing Designer: May 2007–Jan 2015

- Managed brand standards for print and web marketing across global regions
- Contributed key concepts to the implementation of integrated supplier marketing campaigns

EDUCATION

Bachelor of Science in Marketing

School Name | City, State

PROFESSIONAL DEVELOPMENT

HubSpot	Email Marketing ▪ Inbound Marketing, 2022 Sales Enablement ▪ Client Management, 2019 Frictionless Selling ▪ Sales Software, 2019
Google	Google Analytics ▪ Google Data Studio, 2019

PROFESSIONAL AFFILIATION

Former Member | American Marketing Association (AMA)

AWARDS

Five Year Old, Five Years Out, 2014 Best in Show Award | Business Marketing Association (BMA)

Light Up Your World, 2011 Best in Show Award | Electronic Components Industry Association (ECIA)

TECHNICAL ACUMEN

Project Management Tools	Lytho Basecamp Asana Teamwork Drift Intercom Conversica
CRM Platforms	Salesforce HubSpot SugarCRM Act-On Google Ads Social Ads
CMS Tools	WordPress HubSpot
Social Media Listening Tools	Sprout Social Hootsuite Sprinklr
Social Media Platforms	Meta Pinterest LinkedIn TikTok
Adobe Creative Suite	Photoshop Illustrator Premiere Pro After Effects InDesign
Microsoft Office Suite	Word Excel PowerPoint
Programming Languages	HTML CSS APIs
Others	Apple