

JANE DOE

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PROFESSIONAL SUMMARY

Results-driven marketing professional with 7+ years of experience leading digital campaigns, driving brand growth, and optimizing content strategies. Proven track record in increasing web traffic by 250% and generating \$1.2M in new revenue. Adept in SEO, analytics, and cross-functional collaboration. Seeking to bring data-backed creativity to a forward-thinking organization.

CORE SKILLS

Digital Marketing | SEO/SEM | Content Strategy | Google Analytics | CRM (Salesforce, HubSpot) | Paid Media | Project Management | A/B Testing | Email Campaigns | Copywriting

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Manager

TechNova Solutions, New York, NY

June 2020 – Present

- Increased organic website traffic by 250% in 18 months by implementing a content and backlink strategy.
- Managed \$500K+ in paid media spend, optimizing campaigns for ROI and lowering CPA by 35%.
- Led a cross-functional team of 6 to launch 3 multi-channel campaigns, generating \$1.2M in revenue.
- Integrated HubSpot CRM, improving lead nurturing and email click-through rates by 40%.

Marketing Strategist

BrightEdge Agency, Boston, MA

Jan 2017 – May 2020

- Developed SEO strategies that ranked 20+ client sites in top 5 Google SERP positions.
- Created data-driven content calendars, improving engagement by 80% across platforms.
- Managed client relationships, delivering 95% on-time project completion rate.

EDUCATION

B.A. in Marketing

Boston University, Boston, MA

Graduated: 2016

CERTIFICATIONS

Google Ads Certified | HubSpot Inbound Marketing | SEMrush SEO Toolkit

PROJECTS & ACHIEVEMENTS

- Guest speaker at 2023 Digital Marketing Summit (Topic: Data-Driven SEO)
- Created a marketing playbook now used across 3 departments for campaign execution