

Jane Doe

Marketing Manager

New York, NY | (555) 123-4567 | jane.doe@email.com | linkedin.com/in/janedoe

SUMMARY

Marketing manager with 6 years of experience in B2B SaaS. Grew inbound leads 140% in 12 months by rebuilding the content and SEO program, and manage a \$1.2M annual budget across paid, email and content channels.

EXPERIENCE

Marketing Manager | Brightline Software, New York, NY

March 2022 – Present

- Grew inbound leads 140% in 12 months by relaunching the blog and SEO strategy.
- Cut cost per lead 35% by shifting paid budget from display to search and LinkedIn.
- Led a team of 4 marketers and 2 freelancers across content, paid and email.
- Launched 3 products with sales, raising pipeline from launches to \$2.4M.

Digital Marketing Specialist | Northwind Analytics, Boston, MA

June 2019 – February 2022

- Increased email open rates from 18% to 31% through segmentation and A/B testing.
- Built 25+ landing pages that converted at an average of 12%.
- Managed Google Ads campaigns with a \$40K monthly budget and 4.2x ROAS.

Marketing Coordinator | Clearpath Media, Boston, MA

August 2018 – May 2019

- Coordinated 12 webinars a year, averaging 400 registrants each.
- Grew LinkedIn followers from 2,000 to 9,500 in 10 months.

SKILLS

Marketing: SEO, content strategy, paid search, email marketing, marketing automation, A/B testing

Tools: HubSpot, Google Analytics 4, Google Ads, LinkedIn Ads, Ahrefs, Salesforce, Figma

Languages: English (native), Spanish (professional)

EDUCATION

B.A. in Communications | Boston University

2014 – 2018

CERTIFICATIONS

Google Ads Search Certification (2024) | HubSpot Inbound Marketing Certification (2023)