



ALEX MORGAN

MARKETING MANAGER

CONTACT

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- New York, NY, USA
- LinkedIn
- Portfolio

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

University of Chicago Booth School of Business

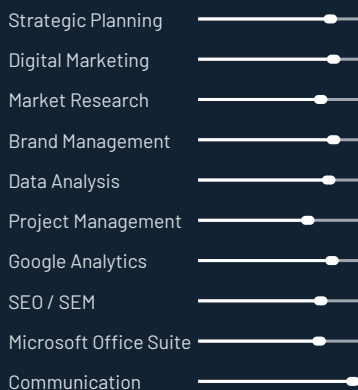
2016 – 2018

BACHELOR OF SCIENCE IN MARKETING

Boston University

2012 – 2016

SKILLS



LANGUAGES



PROFESSIONAL SUMMARY

Results-driven Marketing Manager with 6+ years of experience in developing and executing data-driven marketing strategies that drive brand growth and customer engagement. Proven track record in leading cross-functional teams, managing successful campaigns, and delivering measurable results. Passionate about building strong brands and creating impactful marketing initiatives.

EXPERIENCE

- MARKETING MANAGER** 2021 – Present
Starwave Solutions New York, NY
 - Develop and implement comprehensive marketing strategies that increased brand awareness by 40% and lead generation by 35%.
 - Manage a team of 6 marketing professionals and collaborate with sales, product, and design teams to drive campaign success.
 - Oversee digital campaigns across SEO, SEM, social media, and email marketing resulting in a 25% increase in ROI.
 - Analyze market trends and competitor activities to identify new opportunities and optimize marketing efforts.
- SENIOR MARKETING SPECIALIST** 2018 – 2021
BrightLine Technologies New York, NY
 - Executed multi-channel marketing campaigns that improved customer engagement by 30%.
 - Conducted market research and data analysis to support strategic decision-making.
 - Managed social media channels and content strategy, growing followers by 50%.
 - Coordinated with creative teams to develop compelling content and visuals.
- MARKETING COORDINATOR** 2016 – 2018
Peak Performance Group Boston, MA
 - Supported the development and execution of marketing plans and campaigns.
 - Assisted in organizing events, webinars, and promotional activities.
 - Monitored campaign performance and prepared reports for management.
 - Maintained and updated marketing databases and CRM systems.

ACHIEVEMENTS

- Increased brand awareness by 40% within 2 years.
- Boosted lead generation by 35% annually.
- Recognized as Top Performer in 2022.

CERTIFICATIONS

- Google Analytics Certified**
Google
2020
- HubSpot Content Marketing Certified**
HubSpot Academy
2021