**Marketing Resume Sample**

123 Your Address, City, State, Zip Code (xxx)-xxx-xxxx, your@email.com

*Dedicated and astute marketing specialist with an 8-year history leading imaginative ad campaigns and profitable SEO implementation. Assisted clients in the development of social media strategies which increased brand awareness and revenue. Proficient in identifying key demographics through customer sales information, market research, and data analytics. Seeking to transfer my proven track record of profitable marketing tactics to a talented, growing organization.*

# Professional Experience

## Imagery Creative, Miami, FL

## Advertising Project Lead, May 2015 – Present

* Formulate creative organic and paid digital ad campaigns across all social media and search engine platforms (Google, Bing, Facebook, Twitter, Instagram, etc.) for Colada Cuban Bakery; boosting social media engagement by 400%
* Direct and approve a variety of multi-channel marketing products in coordination with technical and design teams
* Incorporate industry-standard analytics, comprehensive reporting, and innovative SEO methods to improve marketing campaign success, resulting in a $15,000 increase in average monthly sales for our client
* Maximize return on marketing investment and communicate project status with the Marketing Director, ensuring optimal client satisfaction

## Miami Herald, Miami, FL

## Local Marketing Consultant, September 2011 – May 2015

* Implemented direct and electronic mail campaigns, improving brand awareness with 1.7 million households throughout Miami-Dade, Broward and Monroe counties
* Analyzed customer information and sales data to effectively target key demographics, growing subscription rates by 8% year-to-year

## RIPLEY’S ENTERTAINMENT, Orlando, FL

## Digital Marketing Specialist, March 2010 – September 2011

* Developed keyword targets, text ads, and optimized online landing pages, reducing average bounce rates and increasing session times by 2 minutes
* Managed paid search, display, and remarketing campaigns on Google AdWords, Bing Ads, and other platforms

# Education

## University of Central Florida, Orlando, FL

* Bachelor of Arts in Advertising/Public Relations, GPA: 4.0

# Additional Skills

* Proficient with MS Office, Adobe InDesign, Illustrator, & Dreamweaver
* Familiar with a variety of CRM management tools (Salesforce, Oracle, & Blackbaud)
* Extensive knowledge of Google AdWords, DoubleClick, PPC, SEM, SEO, and other digital marketing disciplines