

JOE CLIENT

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DIRECTOR OF MARKETING CREATIVE LEADER ▪ AGILE COMMUNICATOR ▪ STRATEGIC THINKER

- Instrumental in developing a strong brand identity. Collaborated with creative department and sales team to ensure consistent message across all channels.
- Doubled website traffic for 3 consecutive years by employing audience development techniques including: search engine optimization (SEO), frequent content updates; and A/B testing of content.
- Grew email subscriber list from 50K to 500K subscribers in 12 months by designing and implementing an email marketing program for network publishers.

Dynamic, insightful, engaging leader adept at developing innovative marketing campaigns maintaining consistency across all channels. Creative marketer skilled at building audience engagement through newsletters, partnerships, and social media platforms. Flexible, dedicated professional skilled at collaborating with staff, colleagues, and external partners.

▪ Corporate Communications ▪ Campaign Management ▪ Communication Strategy ▪ Direct Marketing ▪ Brand Identity ▪ Team Leadership ▪ Corporate Branding ▪ Campaign Development ▪ Email Marketing ▪ Communication Strategy ▪ New Market Analysis ▪ Training & Development ▪ New Market Development ▪ Cross-Cultural Marketing

CAREER NARRATIVE

ABC Company, Any City, ST

9/100—Present

Director of Marketing

Company: International digital content and services company serving customers helping people around the world make better buying decisions. Headquartered in New York with 550 employees in 6 locations in the U.S. and abroad. Report to: Chief Marketing Officer. Direct reports: Marketing Manager; Social Media Manager; Newsletter Marketing Manager

Promoted to leadership role, to supervise the daily activities of marketing department. Stepped up to take on additional responsibilities to enable the Chief Marketing Officer to focus on new business opportunities. Instrumental in augmenting marketing initiatives, increasing newsletter subscribers, and developing digital campaigns. Collaborate with art department. Create tools to support sales team.

Key Contributions:

- Doubled website traffic for 3 consecutive years by employing audience development techniques including: search engine optimization (SEO), frequent content updates; and A/B testing of content.
- Grew email subscriber list from 50K to 500K subscribers in 12 months by designing and implementing an email marketing program for network publishers.
- Developed materials to promote consultative-selling approach, demonstrating value, deepening client engagement, and improving customer retention.

XYZ Company, Any City, ST

Marketing Manager

5/07—8/10

Company: Boutique advertising agency specializing in analyzing consumer behavior; particularly the relationship between the shopper and the retailer. Headquartered in New York with 300 employees in 2 locations. Reported to: Director of Marketing.

Recruited to supervise marketing department. Directed marketing campaigns across all channels; collaborating with creative department on layout and design. Manage newsletter initiatives: strategy, promotion, and format.