

Jane Miller

Senior Marketing Manager

Contact info

☎ (555) 123-4567

✉ jane.miller@email.com

📍 New York, NY

Education

● MBA in Marketing

Columbia Business School | New York, NY
| 2013

● Bachelor of Business Administration

Boston University | Boston, MA | 2010

Skills

Marketing strategy development	██████████
Campaign management	██████████
Data analytics and reporting	██████████
CRM tools (Salesforce, HubSpot)	██████████
Leadership and team management	██████████

Links

LinkedIn: /in/janemiller

Courses

● Google Ads Certification

2022

● HubSpot Content Marketing Certification

2021

● Advanced Social Media Strategy Certificate, Hootsuite Academy

2020

Professional summary

Results-driven senior marketing manager with over 12 years of experience in leading strategic campaigns, increasing brand visibility, and driving 25% year-over-year revenue growth. Expert in digital marketing, market research, and cross-functional team leadership.

Experience

- Senior Marketing Manager January 2018 - Now
Bright Horizon Media, New York, NY
 - Spearhead digital marketing campaigns, increasing website traffic by 40% in 18 months.
 - Manage a \$1.5M annual marketing budget, ensuring optimal resource allocation.
 - Develop integrated marketing strategies that contributed to a 20% increase in customer acquisition.
 - Lead a team of 8 marketing professionals, fostering collaboration and achieving project deadlines consistently.
- Marketing Manager June 2013 - December 2017
Eclipse Tech Solutions, Boston, MA
 - Launched social media campaigns that grew followers by 60% within two years.
 - Implemented an email marketing strategy that improved open rates by 15%.
 - Conducted market analysis to identify opportunities, resulting in a 12% increase in market share.