



# Jeffrey Harris

## Head of Marketing

(555) 567-8901 

jeffrey.harris@email.com 

San Francisco, CA 

### SKILLS

Global marketing strategy  
Expert


Cross-functional leadership  
Expert

Stakeholder relationship management  
Expert


Budget optimization  
Expert


Digital innovation and transformation  
Expert


### LINKS

 LinkedIn: /in/jeffreyharris

### AWARDS

 Marketing Innovator of the Year, Global Marketing Awards (2022)

 Top 50 Marketing Leaders, Business Insights Magazine (2021)

 Best Campaign of the Year, American Marketing Association (2020)

### PROFESSIONAL SUMMARY

Dynamic head of marketing with over 20 years of experience in developing global strategies, leading multi-million-dollar campaigns, and transforming businesses through innovative marketing. Expertise in scaling brands, expanding market share, and driving a 40% increase in revenue across diverse industries.

### EXPERIENCE

#### Head of Marketing

Summit Tech Enterprises, San Francisco, CA

July 2015 - Now

- Design and execute global marketing strategies, increasing international sales by 50%.
- Manage a \$12M marketing budget, achieving a 25% ROI improvement through data-driven decisions.
- Build a 15-member global marketing team, fostering collaboration and high-performance culture.
- Establish partnerships with key stakeholders, enhancing brand visibility and customer trust.

#### Marketing Director

Pinnacle Financial Services, Los Angeles, CA

February 2010 - June 2015

- Launched campaigns that led to a 30% increase in brand awareness within two years.
- Streamlined marketing operations, reducing costs by 18% while improving campaign efficiency.
- Led the adoption of digital marketing tools, resulting in a 35% growth in customer acquisition.

### EDUCATION

Master's in Strategic Marketing, Stanford University | Stanford, CA

2010

Bachelor's in Business Administration, University of Southern California | Los Angeles, CA

2005