**[Full Name]**
[City, Country] • [Phone] • [Email] • [LinkedIn]

**Professional Summary**
Results-driven Marketing Manager with 8+ years of experience crafting and executing multi-channel marketing campaigns. Proven track record delivering 30% YoY revenue growth, optimizing digital funnel performance, and leading cross-functional teams in the tech and FMCG sectors.

**Key Skills**

* Marketing Strategy & Execution
* Digital & Social Media Advertising
* Brand Management & Positioning
* Campaign Analytics & Reporting
* SEO/SEM Optimization
* Team Leadership & Mentoring

**Professional Experience**

**Senior Marketing Manager, [Company Name], [City]**
*Jan 2020 – Present*

* Developed and executed integrated marketing campaigns that increased annual revenue by 30%.
* Managed a $500K annual ad budget across Google Ads, Facebook, and LinkedIn.
* Led a team of 5 marketing specialists, improving productivity by 25% through coaching and cross-training.
* Introduced new A/B testing strategy resulting in a 20% conversion rate lift.
* Oversaw rebranding initiative that raised brand recognition by 40% in 12 months.

**Marketing Specialist, [Company Name], [City]**
*Jun 2016 – Dec 2019*

* Launched social media campaigns increasing followers by 150% and CTR by 4.8%.
* Coordinated events and promotions contributing to a 15% sales uplift.
* Designed marketing collateral (brochures, landing pages), boosting landing page conversion by 12%.

**Education**
MBA, Marketing – [University Name], [Year]
BBA, Marketing – [University Name], [Year]

**Certifications**
Google Ads Certification | HubSpot Inbound Marketing Certification