

[YOUR NAME]

[City, State] · [Phone] · [email@example.com] · [linkedin.com/in/you]

PROFESSIONAL SUMMARY

Results-driven marketing specialist skilled in digital campaigns, content strategy, and brand growth. Adept at turning data into decisions and ideas into revenue.

CORE SKILLS

- SEO & SEM
- Google Analytics 4
- Content Marketing
- Email Marketing (Mailchimp)
- Social Media Strategy
- A/B Testing
- Marketing Automation (HubSpot)
- Copywriting
- Budget Management
- CRM (Salesforce)

PROFESSIONAL EXPERIENCE

Marketing Specialist | [Company Name], [City, State]

[Month 20XX] – Present

- Planned and executed multi-channel campaigns that grew qualified leads by [XX]% year over year.
- Managed \$[XX],000 monthly ad budget across Google and Meta with a [X]x ROAS.
- Grew organic blog traffic from [X]K to [X]K monthly visits through an SEO content program.

Marketing Coordinator | [Previous Company], [City, State]

[Month 20XX] – [Month 20XX]

- Coordinated [X]+ product launches and email campaigns end to end.
- Built monthly performance dashboards for leadership, improving reporting speed by [XX]%.

EDUCATION

[Degree], [Marketing / Communications] — [University Name], [City, State]

[Graduation Year]

CERTIFICATIONS

- Google Ads Certification
- HubSpot Inbound Marketing