

Senior Marketing Officer | Chief Marketing Officer | Director of Marketing

“Deep understanding of traditional and digital marketing, sales, graphics designing, client engagement, and team development”

Broad exposure to designing brand-aligned marketing plans, generating cost-optimized leads, and using analytics and performance data to improve the company's web presence. Creative and solutions-focused professional, experienced in making cost-effective campaign decisions, preparing effective material for advertisement, and executing promotions through billboards, sports sponsorships, email, and social media. Skilled in improving business visibility and sales through website design and launching. Passionate and supportive team builder, proficient at promoting open communication within the team to get the best out of people and deliver appropriate feedback for long-term organizational success. Natural multi-tasker and problem solver, able to lead multiple projects simultaneously and leverage an eye for detail to ensure high quality and maximum accuracy of projects.



AREAS OF EXPERTISE

Marketing Program Development • Brand Launch and Standardization • Cost Control
Social Media Posts Design • Consumer Research • New Product Ideas • ROI Improvement
C-Suite Navigation • Customer Relationship Management • Cross-functional Collaboration

“XX is very skilled at thinking of creative and innovative marketing ideas and taking them from concept to implementation. She is reliable and effective at dealing with different personalities. I recommend XX without hesitation. ~ Name, Title

PROFESSIONAL EXPERIENCE

COMPANY NAME • City, ST • 2022 to Present

“XX is the operating umbrella for industry-leading brands in architectural, glazing, energy, and security retrofit markets”.

CHIEF MARKETING OFFICER

Lead all aspects of brand management to strengthen visual identity and develop core values of major company brands. Define new roles for team members and enhance communication within the team to improve productivity. Design training material and prepare promotional items for marketing. Ensure brand standardization by reviewing marketing content and assisting teams to enhance knowledge of SEO and social media platforms. Remain up-to-date with new marketing trends by reading publications, maintaining professional network, and attending educational opportunities, conferences, and workshops.

- Successfully planned and launched a new “XX Franchise Program”, oversaw onboarding of XX new territories and XX franchisees, and trained five sales representatives.
- Developed and launched a new website (coolvu.com) for the program, managed SEO optimization for landing pages, and performed complete overhauling.
- Boosted overall performance of existing websites by conducting multiple audits and configuring website analytics for metrics.
- Increased site health by XX%, using SimRush as a guide of metrics (based on website errors, security warnings, and crawlability for spider bots to be able to infiltrate).
- Utilized strong understanding of graphics design and product strategy to optimize design perspective of ads, finalize best possible content for blogs, and post interesting material on social media platforms.

Strategic Planning and Execution

Website Management

Brand Core Values Development

Marketing Trends Analysis

COMPANY NAME • City, ST • 2011 to 2022

“A recognized industry leader, operating XX+ XX counters in seven states along with local reservation websites. Headquartered in XX, XX”.

SENIOR DIRECTOR OF MARKETING | 2020 TO 2022

Served as a “Department Head” to lead end-to-end marketing services, including brand standards, graphic design, website, author press releases, email marketing, and social media advertisement. Achieved maximum brand exposure and maintained operational success by actively collaborating with sales, IT, customer service, recruitment, event planning, local sponsorships, external agencies, and corporate contacts.

→Secured \$XXM+ in email revenue and saved \$XX in email costs in-house development (XXXX)

- Built up the audience and increased repeat customers by leading direct marketing and establishing a loyalty member program, which grew the number of members to XX within a duration of five years.
- Headed five direct reports and allocated a budget of \$XX to social media and paid search advertisements, sponsorships, and email marketing.
- Functioned as a “Regional Marketing Lead” for expanding markets in XX, XX, XX, XX, XX, XX, and XX.
- Maximized ROI of paid/organic marketing efforts by leading website management of eight websites, including coding and SEO of landing pages.

- Developed a rewards program website integrated with reservations program by synchronizing with IT department and performing user testing.
- Ensured optimal marketing success, using Google Analytics, Adobe Creative Suite, WordPress, Hootsuite, Yext, Mailchimp, and Microsoft Office.

DIRECTOR OF MARKETING | 2015 TO 2020

Recognized by executive management for delivering exceptional services and promoted to the position of "Marketing Director". Designed strategic plans for marketing programs and campaigns while managing available budgets. Performed comprehensive research and prepared effective content for social media platforms. Implemented and executed marketing email campaigns, using MailChimp with HTML and CSS.

- Introduced new customer service approaches and developed engagement techniques to convince consumers to rent a dodge ram pickup truck.
- Achieved an average of XX% YOY revenue growth for the department by implementing tactical plans and maintaining customer engagement.
- Secured \$XXM in website revenue (XXXX) and contributed to all areas of website management with an emphasis on SEO and XXX landing pages.

Membership increased by 10.5% YOY (2020)
 Email database grew by 5% YOY (2020)
 Designed and ran ads in 30+ publications across seven markets (2020)
 Website transactions up 5% (2019)
 Website visits up 5% (2019)
 Paid search revenue up 4% (2019)
 Increase email database by 24% YOY (2018)
 Website revenue increased 15% YOY (2018)
 Website visits up 6% (2018)
 Email revenue increased 12% YOY (2018)

MARKETING MANAGER AND MARKETING COORDINATOR | 2012 TO 2015

Led all aspects of digital marketing, including graphic design, social media marketing, web management, strategic planning, and email marketing. Delivered high-quality customer support to develop and maintain a strong customer base. Utilized Adobe Illustrator, Photoshop, and InDesign to design promotional displays, including billboards, t-shirts, posters, business cards, and website content.

- Improved search results by managing landing pages (both front-end and back-end), updating deals and location information, coordinating blogs on a daily basis, and adding FAQs.
- Boosted company growth and revenue by modernizing marketing division, implementing cost-saving measures, and introducing digital tactics.

COMPANY NAME • City, ST • 2011 to 2012

"A certified public accounting firm specializing in financial needs of small and medium-sized businesses".

SALES AND MARKETING CONSULTANT

Successfully generated qualified leads by implementing insights-based business development strategies and making high-volume cold calling. Aligned marketing goals with organizational vision through metric reporting and high-quality project consulting. Led and assisted sales and marketing teams to ensure smooth execution of daily operations.

- Played a key role in a company-wide website redesign, which improved business visibility and overall sales for the company.

Business Development Strategies
 Project Consulting

COMPANY NAME • City, ST • 2009 - 2011

GRAPHIC DESIGNER

"An independent product strategy, UX, and design agency, providing internet-based services, including web design, blog design, web application development, content writing, and search engine optimization".

Utilized Adobe Photoshop and Illustrator to create digital artwork from print to digital while ensuring adherence to client's vision and branding requirements. Built and strengthened professional working relationships with new and existing clients by meeting client needs and delivering innovative product ideas.

- Managed and delivered graphic design projects related to web design, logos, flyers, business cards, and media presentations through Microsoft Office and Adobe Creative Suite.
- Synchronized with internal and external teams to plan and complete design projects while adhering to pre-defined time and budget limitations.

Logo and Flyer Design
 Project Deadline and Budgeting
 Media Presentations

"XX is a results-driven creative media professional with a can-do attitude. I recommend her highly for graphic production work, public relations, or website design. Looking forward to working with you again, your work ethic is impeccable".

Name, Title

EDUCATION

BA IN STRATEGIC COMMUNICATIONS, UNIVERSITY , CITY, STATE

CERTIFICATIONS AND TRAINING

WEB DESIGN AND INTERNET MARKETING, UNIVERSITY
 GOOGLE ADS SEARCH, GOOGLE ● GOOGLE ANALYTICS, GOOGLE
 SOCIAL MARKETING, HOOTSUITE ● SEO FUNDAMENTALS, SEMRUSH
 EMAIL MARKETING, MAILCHIMP ● CAMPAIGN MARKETING, HUBSPOT

TECHNICAL SKILLS

GOOGLE ANALYTICS, ADOBE CREATIVE SUITE, WORDPRESS, HOOTSUITE, YEXT, MAILCHIMP, AND MICROSOFT OFFICE