

Marketing CV Template



Craft the perfect CV

John Smith

Address: Buckingham palace, London, SW1A 1AA

Email: name@hotmail.com

Mobile: 01234 567890

PERSONAL PROFILE

A versatile Marketing Manager with five successful years in cross channel marketing within B2B markets. An excellent track record in developing, executing and driving integrated marketing programmes with the aim of providing sales teams with marketing qualified leads with a focus on ROI. Looking to grow and further commercial marketing experience and support a business with measurable results.

CAREER HIGHLIGHTS

- Recruited and trained a marketing executive
- Built Concur's social fan base up from 18k to 25k in 12 months
- Increased website conversion rates from 5% to 9% for Reed Business Information

CAREER HISTORY

Reed Business Information, Marketing Manager, Sept 2013 - present.

Reed Business Information provide business to business information, data services and workflow solutions to a variety of markets.

Responsibilities:

- Strategically planned a campaign calendar to increase customer acquisition
- Managing a budget of £150,000
- Lead generation and nurturing campaigns using a content lead, inbound marketing approach.
- Market across multiple channels including email marketing (Eloqua), organic and paid social (LI, Twitter), PPC/AdWords, events (webinars, trade shows and roundtables) and telemarketing
- Adapting content written by experts for marketing purposes – thought leadership pieces, whitepapers, information, product updates, blogging and webinars
- Working with internal (SEO/PPC specialists, creative and technical designers) and external stakeholders (Website) to pull together and implement strategies
- Improving landing pages and customer journeys to improve onsite experience and conversions
- Managing and developing a Marketing Executive

Achievements:

- Retention marketing campaign (Eloqua) increased retention rate from 82% to 91%
- Increased marketing attributed revenue by 8% (2014-2015) and 17% (2015-2016)
- Introduction of a webinar and events program increased client interaction, customer advocacy (endorsements and positive reviews) and new customer enquiries
- Improved ROI of digital campaigns – PPC (from 2.2:1 to 4.8:1)
- Average enterprise subscription value increased from £70,000 to £82,000
- Promoted after 6 months to Marketing Manager from Marketing Executive

Concur, Marketing Executive, Sept 2011 – Sept 2013

Concur are a leading travel management software solution business.

Responsibilities:

- Supporting the Marketing Manager with tactical demand generation campaigns
- Executing nurture campaigns (Marketo) to targeted segments for customers and prospects.
- Sourcing, creating and tailoring content (whitepapers, market trends, information sheets, sales collateral) for inbound marketing campaigns
- Event management – main contact for all aspects of event logistics for 12 events globally
- Database Management (Salesforce) – working with sales to improve data input, list pulling for targeted campaigns and using the salesforce database to track performance of campaigns (ROI)
- Website updates (Wordpress) – lead on content updates across all pages of the website

Achievements:

- Successfully managed the operations of 12 events globally that provided 250+ qualified leads resulting in £528,000 of business
- Campaign launched around a whitepaper created 89 downloads (sales opportunities) with sales converting 11 leads

KEY SKILLS

- Marketing Automation (Eloqua and Marketo)
- Google Adwords and SEO
- Cross-channel marketing
- Intermediate HTML, Basic CSS
- Adobe creative suite (Photoshop and InDesign)
- Content creation
- Content management system
- Advanced analytics skills (Hootsuite, Google Analytics and Eloqua)
- People management

EDUCATION AND TRAINING

- **2015-present** CIM Diploma, University of London
- **2008 – 2011** BA Hons Marketing 2:1, University of Exeter
- **Languages** Fluent French and conversational Spanish
- **Hobbies:** Formula One enthusiast, World Travels, Swimming