



# Jane Doe

Marketing Freelancer

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## Skills

- Digital Marketing
- Social Media Marketing
- Email Marketing
- Influencer Marketing
- Google Ads
- Analytics
- Content Creation
- Project Management
- Communication

## Languages

- |         |        |
|---------|--------|
| English | Native |
| Spanish | Fluent |

## Education

- Bachelor's Degree in Marketing
- Sep 2014 - May 2018
- University of California, Berkeley
- Berkeley, CA
- Marketing 3.5

## Strengths

## Summary

Results-driven Marketing Freelancer with 5+ years of experience in developing and executing multi-channel marketing campaigns that drive engagement, conversions, and revenue growth. Proven track record of success in increasing brand awareness, lead generation, and customer acquisition.

## Experience

Marketing Freelancer Jan 2020 - Present

Upwork Remote

Develop and execute comprehensive marketing strategies for clients across various industries, including tech, healthcare, and finance.

- Conducted market research and analyzed campaign metrics to optimize marketing strategies and improve ROI
- Created and implemented social media campaigns that increased followers by 50% and engagement by 200% within 6 months
- Collaborated with clients to develop and launch email marketing campaigns that resulted in a 25% open rate and 15% conversion rate
- Designed and executed influencer marketing campaigns that reached 1 million+ impressions and generated 500+ leads
- Managed and optimized Google Ads campaigns that achieved a 20% increase in conversions and a 15% decrease in CPC

Marketing Consultant Jun 2018 - Dec 2019

Freelance Remote

Provided marketing consulting services to small businesses and startups, helping them develop and execute marketing strategies that drive growth and revenue.

- Conducted market research and competitive analysis to identify opportunities and threats
- Developed and implemented marketing plans that increased website traffic by 30% and sales by 25% within 3 months
- Created and executed social media campaigns that increased followers by 100% and engagement by 500% within 3 months
- Collaborated with clients to develop and launch email marketing campaigns that resulted in a 30% open rate and 20% conversion rate
- Provided ongoing marketing support and guidance to clients, including monthly analytics reporting and strategy recommendations

## Strategic Thinking

Ability to develop and execute comprehensive marketing strategies that drive growth and revenue.

## Creativity

Ability to think outside the box and come up with innovative marketing solutions that capture audience attention.

## Hobbies

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Reading

## Certificates

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### Google Analytics Certification

Jun 2020

Google

Completed the Google Analytics certification program, demonstrating expertise in analytics and data-driven decision making.

### HubSpot Inbound Marketing Certification

Dec 2019

HubSpot

Completed the HubSpot Inbound Marketing certification program, demonstrating expertise in inbound marketing and lead generation.