

John Smith

Marketing Supervisor

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SUMMARY

Results-driven marketing supervisor with 8 years of experience in leading cross-functional teams, driving campaign strategy, and analyzing market trends to deliver data-driven marketing solutions that drive business growth.

EXPERIENCE

Marketing Supervisor

ABC Corporation

Lead a team of 5 marketing professionals to develop and execute multi-channel marketing campaigns, resulting in a 25% increase in brand awareness and a 15% increase in sales revenue.

Jan 2018 - Present

New York, USA

- Developed and managed a \$1.2 million marketing budget, allocating resources to maximize ROI
- Collaborated with cross-functional teams to launch 10 successful product launches, resulting in a 20% increase in sales
- Analyzed market trends and competitor activity to inform marketing strategy and optimize campaign performance

Senior Marketing Coordinator

DEF Agency

Coordinated and executed marketing campaigns across social media, email, and event channels, resulting in a 30% increase in engagement and a 10% increase in lead generation.

Jun 2015 - Dec 2017

Los Angeles, USA

- Managed a team of 3 marketing coordinators to develop and implement marketing plans, resulting in a 25% increase in team productivity
- Developed and maintained relationships with key stakeholders, including vendors, partners, and clients, resulting in a 20% increase in business partnerships
- Created and edited marketing content, including blog posts, social media posts, and email campaigns, resulting in a 15% increase in website traffic

PROJECTS

Marketing Automation Project

Project Lead

Jan 2020 - Jun 2020

Led a team to develop and implement a marketing automation platform, resulting in a 20% reduction in manual processing time and a 15% increase in lead qualification.

Marketo • Salesforce

Social Media Campaign

Campaign Manager

Jun 2019 - Dec 2019

Developed and executed a social media campaign, resulting in a 50% increase in followers and a 25% increase in engagement.

Facebook • Twitter • Instagram

SKILLS

Marketing Strategy

Team Management

Data Analysis

Content Creation

Social Media Marketing

Email Marketing

Marketing Automation

LANGUAGES

English

Spanish

EDUCATION

Bachelor of Arts in Marketing

University of California

Sep 2010 - May 2014

Los Angeles, USA

Marketing • 3.5

CERTIFICATES

Google Analytics Certification

Jan 2018

Google

Certification in Google Analytics

HubSpot Inbound Marketing Certification

Jun 2019

HubSpot

Certification in HubSpot Inbound Marketing

STRENGTHS

Leadership

Proven ability to lead cross-functional teams and drive results-oriented marketing campaigns.

Strategic Thinking

Skilled in developing and executing marketing strategies that drive business growth and revenue.

Communication

Excellent written and verbal communication skills, with the ability to present complex marketing concepts to non-technical stakeholders.