

# GEORGE LAST NAME, MBA - MARKETING

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## DIGITAL MARKETING MANAGER

Experienced Digital Marketing Manager with more than 13 years of experience building communities and implementing strategies focused on brand growth.

### Areas of Expertise

Google Analytics • Project Management • Market Research • SEO • Facebook • Twitter • Instagram • YouTube • Tumblr

### Technical Skills

Microsoft Office • WordPress • HTML/CSS • MySQL • CMS Tools • JavaScript

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## PROFESSIONAL EXPERIENCE

### COMPANY

OAKLAND, CA; 10/2018 – Present

#### MARKETING MANAGER / CEO

- Spearheaded 3 marketing campaigns, increasing customer retention rate by more than 25%.
- Grew audience 60% after developing aggressive social media campaign during the month of Pride.
- Engage with customers and influencers on Twitter, Instagram, Facebook, etc. to elevate the brand and campaigns.

### COMPANY

OAKLAND, CA; 02/2007 – Present

#### MARKETING MANAGER / CEO

- Oversaw 30+ integrated marketing campaigns acquiring more than 30,000 customers with a retention rate of 35%.
- Managed 10+ partner relationships and partner with cross functional teams on marketing campaigns, go-to market launches, affiliate, gifting programs, events and more.
- Built a social media presence of 1100 Facebook friends and 200,000+ Twitter followers.
- Used digital analytics and tracking to assess success of social media campaigns and project implementation.

### COMPANY

OAKLAND, CA; 10/2019 – PRESENT

#### SENIOR FINANCIAL ANALYST

- Build and maintain forecast model, supporting weekly forecasts for more than \$300M+ in weekly expenditure.
- Lead \$1.4B+ budget development and report analysis for more than 1800 customers.
- Develop business insights and analysis capabilities to support dashboard development and tracking KPI metrics.

### COMPANY

SAN FRANCISCO, CA; 10/2018 – 05/2019

#### SENIOR FINANCIAL ANALYST (CONTRACT)

- Led monthly forecasting and reporting processes supporting \$50M+ for Infrastructure and Engineering teams.
- Oversaw cloud infrastructure spend (AWS) and provided monthly forecasts highlighting trends and variances.
- Collaborated with accounting to provide accrual, reconciliation and re-class reports for month-end close.
- Streamlined Infrastructure forecast process by implementing a rolling model, increasing forecasting accuracy 35%.

## LEADERSHIP / COMMUNITY INVOLVEMENT

### COMPANY

OAKLAND, CA; 06/2015 – Present

#### CHAIR

- Led four marketing campaigns, increasing diversity of participants by 10% and increasing fund raising efforts by \$4,000.
- Introduced targeted email marketing programs resulting in 13% increase in open rates and 10% conversion rates.
- Coordinated all aspects of 10+ events for up to 300 guests including developing/managing budgets, soliciting donations, coordinating vendor contracts and securing speakers.

## EDUCATION & TRAINING

Master of Business Administration (MBA), UNIVERSITY OF COLORADO, DENVER, CO

2012

Bachelor of Arts (BA), Environmental Economics, UNIVERSITY OF CALIFORNIA, BERKELEY

2009