

# Liam O'Connor

## Marketing Project Manager

City, ST  
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LinkedIn | Portfolio

Marketing Project Manager with six years of experience orchestrating multi-channel campaigns. Skilled in ROI analysis, budget tracking, and creative coordination, having driven a 20% average increase in campaign ROI. Proven at managing cross-functional teams to deliver on-brand, on-time marketing initiatives.

## Key Skills

- ROI Analysis
- Budget Management
- Cross-Channel Coordination
- Performance Reporting

## Professional Experience

### Marketing Project Manager

BrightWave Agency, Chicago, IL | April 2019 – Present

- Managed 12 multi-channel campaigns, generating a 20% average lift in ROI.
- Coordinated creative, media buying, and analytics teams for seamless execution.

### Marketing Coordinator

AdVantage Co., Chicago, IL | June 2017 – March 2019

- Tracked budgets for eight campaigns, keeping spend variances under 5%.
- Produced performance reports that informed strategy adjustments.

## Education

B.A. in Marketing

Northwestern University | 2017

## Certifications

- Google Ads Certification | 2018