

KEVIN ADAMS

Marketing Manager

City, ST
email@example.com
(123) 456-7890



Marketing manager with expertise in brand strategy and digital engagement

Experienced marketing professional with over nine years of driving brand awareness, optimizing digital campaigns, and increasing customer engagement. Skilled in content strategy and analytics.

PROFESSIONAL EXPERIENCE

- MARKETING MANAGER

Bright Ideas Media | Austin, TX | June 2018 - Present

 - Increased online engagement by 50% through targeted content and SEO optimization
 - Developed a digital ad strategy that reduced advertising costs by 15% while maintaining conversion rates
 - Launched brand awareness campaigns that expanded customer reach by 30%
- MARKETING COORDINATOR

Visionary Advertising | Austin, TX | August 2014 - June 2018

 - Managed social media accounts, growing follower base by 40%
 - Assisted in developing email marketing campaigns that boosted sales by 20%
 - Conducted market research, improving campaign targeting

EDUCATION

- BACHELOR OF SCIENCE IN MARKETING

Texas A&M University | 2014

KEY SKILLS

- ● ● ● ●

Digital marketing strategy
- ● ● ● ○

Search engine optimization (SEO) and pay-per-click (PPC) campaigns
- ● ● ○ ○

Brand development
- ● ○ ○ ○

Social media management
- ○ ○ ○ ○

Marketing analytics