

Julian Moreno

Omnichannel Marketing Manager

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Omnichannel marketing manager with expertise in integrated campaign execution

Omnichannel marketing manager with 8+ years' experience improving customer retention by 40%, boosting engagement by 30%, and increasing sales by 20% through cross-channel campaigns.

Key Skills

- Cross-channel marketing strategy
- Customer journey mapping
- Data-driven campaign optimization
- Brand engagement
- Marketing technology integration

Professional Experience

Omnichannel Marketing Manager

Unified Brands | New York, NY | August 2019 - Present

- Increased customer retention by 40% by integrating personalized cross-channel experiences
- Optimized customer journeys, improving brand engagement by 30%
- Develop a unified analytics dashboard, streamlining campaign performance tracking

Integrated Marketing Specialist

Visionary Retail | New York, NY | July 2015 - August 2019

- Created multi-platform marketing campaigns that improved conversion rates by 25%
- Coordinated in-store and digital promotions, increasing sales revenue by 20%
- Used customer data insights to refine targeting strategies for better engagement

Education

Master of Business Administration (MBA), Marketing

Columbia University | 2015