



Reese King

Digital Campaign Manager

Experienced Campaign Manager with 8 years of experience planning, executing, and analyzing multichannel digital campaigns across B2B and nonprofit sectors

Specializes in project timelines, cross-functional coordination, and paid + organic integration.

PERSONAL INFORMATION

 (000) 000-0000

 email@email.com

 Minneapolis, MN

KEY SKILLS

- Campaign management
- Channel planning
- Creative briefing
- Budget tracking
- Performance reporting

Professional Experience

DIGITAL CAMPAIGN MANAGER | GREENRISE AGENCY, MINNEAPOLIS, MN
APRIL 2020 - PRESENT

- Managed 25+ annual campaigns with combined budgets exceeding \$3 million
- Oversaw campaign calendars and timelines across creative, paid media, and analytics teams
- Improved overall campaign efficiency by 18% through optimized workflows

DIGITAL MARKETING SPECIALIST | COMMON PATH, MINNEAPOLIS, MN
JULY 2015 - MARCH 2020

- Launched awareness campaigns that grew email subscribers by 42%
- Briefed creative teams and monitored campaign delivery across 4 platforms
- Analyzed KPIs, including engagement, reach, and lead generation

Education

- Bachelor of Arts in Integrated Marketing
University of Minnesota | 2015