Alex Rivera

Marketing Manager

Chicago, IL | (312) 555-0142 | alex.rivera@example.com | linkedin.com/in/alexrivera-example

SUMMARY

Marketing manager with 7 years of B2B campaign work. I plan and run campaigns across search, email and events, manage a $1.2M annual budget, and lead a team of four.

EXPERIENCE

Marketing Manager, Fernwood Labs

Chicago, IL · Mar 2022 - Present

- Run campaign strategy for a $1.2M annual budget across paid search, email and events.
- Grew organic sign-ups 48% in 18 months by rebuilding the SEO plan and site content.
- Lead a team of four marketers and two agency partners.

Senior Marketing Specialist, Quillmark Software

Chicago, IL · Jun 2019 - Feb 2022

- Built Google Analytics dashboards that cut monthly reporting from three days to one.
- Ran 40+ A/B tests on landing pages and lifted demo requests 22%.

Marketing Coordinator, Tidewater Creative

Evanston, IL · Aug 2017 - May 2019

- Wrote copy for client email programs reaching 150,000 subscribers.
- Coordinated 12 trade show events a year, from booking to lead follow-up.

EDUCATION

B.A. Communications, University of Illinois Chicago, 2013 - 2017

SKILLS

SEO, Campaign strategy, Google Analytics, Budget management, Team leadership, A/B testing, Copywriting, Salesforce