

SALES – MARKETING RESUME

0000 GREENFIELD AVENUE, MILWAUKEE, WISCONSIN 53214

987.654.3210 CONTACT@SALES-MARKETINGRESUME.COM

CERTIFIED ACCOUNTS MANAGER, DIGITAL MARKETING MEDIA

QUALIFICATIONS PROFILE

Accomplished, dynamic, and technically inclined professional with extensive experience in the field of search engine marketing (SEM), search engine optimization (SEO), online display, and social media marketing; combined with strong leadership skills in overseeing business initiatives within diverse companies. Armed with expertise utilizing out-of-the-box techniques in developing brand awareness, formulating new strategies, and promoting favorable company image to exceed target goals toward fulfillment of corporate goals and objectives. Commended as well-versed leader and team player; noted for consistently converting initiatives into outstanding financial success. Adept at working closely with cross-functional teams toward the achievement of overall marketing goals while meeting critical deadlines. Articulate communicator, bilingual in English and Portuguese with working knowledge of Spanish.

AREAS OF EXPERTISE

Online Marketing Campaigns and Promotions
Pay Per Click Advertising (PPC)
Social Media Tools and Techniques
Competitive Market Analysis and Research
Special Events and Trade Show Coordination

Project Management and Operations
Budget Analysis and Recommendation
Outstanding Client and Partner Relations
Presentation, Negotiation, and Closing Expertise
Leadership and Training Development

PROFESSIONAL EXPERIENCE

SALES – MARKETING RESUME ■ *Plano, TX (2012–2014)*

Search Engine Marketing Account Manager

2014

Capitalized on industry expertise in administering web marketing portfolio which comprised of more than 150 accounts with over \$3M in annual revenue. Identified and employed best product mix and marketing efforts to boost campaign results in coordination with clients and internet marketing professionals. Leveraged in-depth proficiency in utilizing analytic and bid management tools. Properly maintained compilation of reports for sales presentations to clients.

- ✓ Led key efforts in developing and implementing marketing proposals with budget recommendations for paid search, display, retargeting, SEO, and other digital media.
- ✓ Made substantial contribution to the monthly sales growth of more than \$10K in new client acquisition and upselling.
- ✓ Experienced in managing digital marketing (PPC/SEM) for large corporate clients (AAMCO, Just Brakes, Scion, Toyota).

Campaign Consultant

2013–2014

Efficiently managed and evaluated web marketing portfolio of over \$1.6M in annual revenue. Facilitated online webinars while preparing and submitting reports for sales presentations to clients.

- ✓ Successfully optimized web marketing campaigns at the publisher level (Google AdWords, Bing Ads) and utilized bid management tools toward the improvement of traffic quality and conversions for clients.
- ✓ Established and implemented method for compilation of data into excel document for comprehensive data analysis.

Client Service Consultant, Renton, WA

2012–2013

Exemplified keen attention to detail in compiling reports for regional office. Presided over the employee training sessions to support company culture and drive overall achievement of organizational goals.

- ✓ Demonstrated strong leadership skills in facilitating weekly training seminars for dozens of employees, which strengthened sales and client retention.
- ✓ Played a key role in successfully retaining more than 85% of existing client base yearly and adding more than \$3M to annual revenue; thus earning recognition for the achievement of overall sales growth in 4th quarter of 2012 for the entire company.

SALES – MARKETING RESUME ■ *Seattle, WA*

Marketing Communication Director

2012

Drafted monthly newsletter and conceptualized the monthly email radar design. Organized and produced list of prospective clients for remarketing materials.

- ✓ Drove efforts for social media, marketing communications, client tracking, and database management which resulted to new client acquisitions.

SALES – MARKETING RESUME

📍 0000 GREENFIELD AVENUE, MILWAUKEE, WISCONSIN 53214

📞 987.654.3210 ✉ CONTACT@SALES-MARKETINGRESUME.COM

SALES – MARKETING RESUME ▪ *Kirkland, WA*

Mobile Technology Analyst and Web Host

2011–2012

Demonstrated adeptness in evaluating new mobile technology, operating systems, and applications; while providing unique tips weekly through YouTube Channel and Twitter. Stayed informed with the latest technological trends and delivered evidence-supporting endorsements for mobile platforms, devices, and applications.

- ✓ Successfully reached over 50,000 viewers within the first three weeks of operation.
- ✓ Acquired over 500 subscribers and amassed over 750,000 total views.
- ✓ Served as product expert in a developing mobile application in which developer team sponsored in Google Play Store.

SALES – MARKETING RESUME ▪ *Bellingham, WA*

Marketing Intern

2009

Applied excellent skills in restructuring and maintaining blog to support web traffic improvement and awareness. Initiated survey on comprehensive product mix to existing and prospective clients for collection and evaluation of vital marketing data. Made use of Google Analytics data to track and monitor marketing channels to drive and optimize marketing focus.

- ✓ Piloted the establishment and implementation of how-to pages and demonstration videos on company's web page that enhanced product awareness.
- ✓ Proficiently utilized various social media platforms in devising marketing objectives; thus providing efficiency for future business.
- ✓ Significantly boosted product awareness by increasing site visitors with more than 50% improvement.
- ✓ Made major contribution to the successful acquisition of new clients to the company through marketing awareness methods and social media.

❑ OTHER EXPERIENCE

SALES – MARKETING RESUME ▪ *Bellevue, WA*

Site Operational Manager

2007–2008

- ✓ Enhanced production standards of quality and performance and exceeded customer expectations with 95% client survey satisfaction rating.

SALES – MARKETING RESUME ▪ *Woodinville, WA (2004–2007)*

Copy Center Manager

2006–2007

- ✓ Achieved #1 percent to sales plan in district (170% to plan).
- ✓ Spearheaded team efforts toward the achievement of significant increase in sales, generating 198% sales growth.

Sales and Operations Manager

2004–2006

- ✓ Rendered expert oversight to team in achieving #1 position within district sales in several significant categories such as product protection sales, attachment percentage, and percent to sales plan.
- ✓ Ranked as Top 10 honors in the company among more than 900 stores.

❑ EDUCATION

Master in Business Administration with Emphasis in Marketing, Sustainability, and Environmental Management, 2010
Western Washington University - College of Business and Economics, Bellingham, WA

Bachelor of Science in Psychology, 2004
Brigham Young University - College of Human and Social Sciences, Provo, UT

❑ CERTIFICATIONS

Google AdWords | Bing Ads | Google Analytics

❑ AWARDS AND HONORS

Native American Academic Award | Leadership Award | Boy Scouts of America Eagle Scout Award | BYU Dean's List

❑ TECHNICAL ACUMEN

Microsoft Office Applications (Word, Excel, Outlook, Access, PowerPoint, and Publisher)
Salesforce.com | Adobe Creative Suite (Photoshop and Illustrator)
Google AdWords | Google Analytics | Bing Ads