




SAM CARTER

INTEGRATED MARKETING MANAGER

An integrated marketing manager with eight years of experience in brand strategy, cross-channel campaign development, and project management. Proven track record of leading integrated marketing campaigns across digital, social media, and traditional channels to drive customer engagement and revenue growth.

CONTACT

-  (123) 456-7890
-  email@example.com
-  LinkedIn | Portfolio
-  Los Angeles, CA 12345

KEY SKILLS

- Cross-channel campaign management
- Brand strategy and messaging
- Project management and budgeting
- Data analysis and optimization
- Team leadership and cross-functional collaboration

PROFESSIONAL EXPERIENCE

Integrated Marketing Manager | Glow Organics, Los Angeles, CA | May 2018 – present

- Spearheaded integrated marketing campaigns across digital, print, and in-store channels, increasing brand awareness by 40% and contributing to a 20% rise in quarterly sales.
- Developed and managed a \$2 million annual marketing budget, optimizing allocation for multi-channel campaigns that achieved a 15% increase in ROI.
- Led a cross-functional team of 10, including content creators, digital strategists, and PR specialists, to execute coordinated campaigns that boosted customer retention by 25%.
- Collaborated with the product development and sales teams to align brand messaging with new product launches, resulting in 12 successful product rollouts with strong market entry.

Integrated Marketing Specialist | ZenWellness, Los Angeles, CA | September 2015 – April 2018

- Planned and executed marketing campaigns that integrated SEO, email, social media, and event marketing, increasing customer engagement by 30% within the first year.
- Created marketing content and promotional strategies in partnership with brand and creative teams, enhancing brand visibility and driving a 22% boost in website traffic.
- Conducted market research to evaluate campaign effectiveness, resulting in the implementation of data-driven adjustments that improved campaign reach and audience targeting.

EDUCATION

Bachelor of Arts (B.A.), Marketing

University of Southern California, Los Angeles, CA | June 2015

CERTIFICATIONS

- Certified Marketing Management Professional (CMMP), Marketing Association of America | 2018