




JOHN BERGSEN


A marketing manager with seven years of professional experience specializing in digital advertising, strategic planning, and brand messaging. A proven track record of developing and executing impactful digital marketing campaigns for boutique product lines within the health and wellness space.

CONTACT

 (123) 456-7890

 email@example.com

 LinkedIn | Portfolio

 Miami, FL 12345

KEY SKILLS

- Digital marketing
- Brand messaging
- Marketing strategy
- Team management
- Content strategy

PROFESSIONAL EXPERIENCE

MARKETING MANAGER | NITEMASK, MIAMI, FL

OCTOBER 2020 – PRESENT

- Develop and implement comprehensive marketing strategies for an ergonomic sleep mask product line, contributing to a 30% increase in brand awareness and a 25% increase in annual sales revenue
- Manage a marketing budget valued at \$1.5 million and allocate funds based on campaign effectiveness, resulting in a 10% increase in campaign ROI
- Lead a team of 12 marketing professionals to execute digital campaigns, develop content strategies, and perform marketing research

MARKETING MANAGER | SUPERIOR SLEEP INC., MIAMI, FL

JUNE 2017 – OCTOBER 2020

- Ran the strategic planning and execution of marketing initiatives for a product line of ergonomic cooling pillows, contributing to a 25% increase in annual sales
- Developed and implemented social media and email marketing campaigns in alignment with target audiences, resulting in a 27% increase in online engagement
- Analyzed marketing data and delivered presentations to executive leadership to inform long-term product strategies

EDUCATION

Bachelor of Science (B.S.), Digital Marketing

UNIVERSITY OF FLORIDA, Gainesville, FL | June 2017

CERTIFICATION

Professional Certified Marketer (PCM) in Digital Marketing, AMA | 2017