




Jacob Harris

Growth Marketing Specialist

Growth marketing specialist driving scalable business solutions

Growth-focused marketing specialist with 11 years of experience designing strategies to acquire, activate, and retain customers. Skilled in leveraging analytics to scale marketing efforts effectively.

CONTACT INFORMATION

 (987) 654-0123

 email@example.com

 LinkedIn | Portfolio

 San Francisco, CA

KEY SKILLS

- Customer acquisition and retention
- Data-driven decision-making
- Scalable marketing strategies

PROFESSIONAL EXPERIENCE

Growth Marketing Specialist | Propel Marketing Group | February 2016 to present

- Designed acquisition strategies that increased customer signups by 50% year-over-year
- Developed retention programs that improved churn rates by 20%
- Analyzed performance data to identify growth opportunities, boosting revenue by 25%

Marketing Associate | BrightPath Agency | March 2014 to January 2016

- Assisted in scaling marketing efforts for small business clients, achieving consistent 15% growth in engagement
- Monitored campaign KPIs to ensure alignment with growth objectives
- Conducted customer behavior analysis to inform marketing adjustments

EDUCATION

Bachelor of Science in Business Analytics

University of California | Berkeley, CA

CERTIFICATIONS

- Growth Marketing Certification | CXL Institute | May 2020