

EG

Eleanor Green

Marketing Campaign Manager

Strategic marketing campaign manager focused on driving results

Experienced marketing campaign manager with 12 years of expertise in planning, executing, and optimizing multi-channel campaigns. Skilled at leveraging data insights to improve ROI and align campaigns with business goals.

Location

Detroit, MI

Phone

(789) 123-6547

Email

email@example.com

Website

LinkedIn

Education

University of Michigan | Ann Arbor, MI

Bachelor of Science in Marketing

Key Skills

- Campaign planning and execution
- Cross-functional team coordination
- Budget management

Professional Experience

Marketing Campaign Manager | Apex Digital Strategies | February 2016 to present

- Led multi-channel campaigns with annual budgets exceeding \$1 million, achieving an average ROI increase of 35%
- Collaborate with creative and technical teams to execute campaigns on time and within budget
- Analyzed post-campaign data to identify insights, reducing CPA by 20%

Marketing Specialist | NextWave Marketing | August 2013 to January 2016

- Supported campaign development, contributing to a 25% increase in lead generation
- Conducted market research to identify new opportunities and inform campaign strategies
- Managed the creation of marketing collateral to ensure alignment with brand messaging

Certifications

- Certified Digital Marketing Professional (CDMP) | Digital Marketing Institute | March 2021