

# Raymond Ortiz

## Creative Marketing Director

A seasoned creative marketing director with a strong academic background, holds a Bachelor of Science in marketing from the University of California, an MBA focusing on marketing from Harvard Business School, and a Master of Science in integrated marketing communications from Northwestern University. Proven track record in developing and implementing comprehensive marketing strategies, managing creative processes, and leading a team of creative professionals at renowned companies such as Procter & Gamble and Unilever.

### CONTACT



(123) 456-7890



email@example.com



LinkedIn



New York, NY 12345

### EDUCATION

#### Bachelor of Science in Marketing

University of California,  
Berkeley, California  
May 2010

#### Master of Business Administration (MBA) with a focus on Marketing

Harvard Business School,  
Boston, Massachusetts  
June 2015

#### Master of Science in Integrated Marketing Communications

Northwestern University,  
Evanston, Illinois  
May 2012

### KEY SKILLS

- Creative team leadership
- Marketing trends and technologies

### PROFESSIONAL EXPERIENCE

Senior Marketing Manager | Procter & Gamble | Cincinnati, OH  
June 2015 – Present

- Developed and implemented a comprehensive marketing strategy that increased product sales by 25% within the first year
- Managed a team of 10 creative professionals, fostering a collaborative environment that led to a 30% increase in team productivity
- Oversaw the creative process for a significant product launch, which resulted in a 15% increase in brand awareness

Marketing Specialist | Unilever | Englewood Cliffs, New Jersey  
May 2010 – June 2015

- Assisted in the development of marketing strategies that resulted in a 20% increase in customer engagement
- Collaborated with the creative team to produce promotional materials that effectively communicated the brand's message
- Used knowledge of marketing trends and technologies to optimize digital content, leading to a 10% increase in website traffic

### PROFESSIONAL DEVELOPMENT

- Certified Digital Marketing Professional (CDMP), Digital Marketing Institute
- Certified Innovation Leader (CIL), Global Innovation Management Institute
- Certified Professional Marketer (CPM), American Marketing Association

- Strategic business planning