

Name
Address
Phone
Email

EXPERIENCED ____ PROFESSIONAL

This is where you write the summary about your background and a brief elevator speech selling you.

KEY COMPETENCIES

Competency 1 – Write a sentence or two about this competency

Competency 2 – Write a sentence or two about this competency

Competency 3 – Write a sentence or two about this competency

PROFESSIONAL EXPERIENCE

DEF Company – Lincolnshire, IL

September 2014 – Present

Title (March 2017 – Present)

- Responsible for Content Marketing across all communication channels and segments of the business
- Developed, executed and coordinated marketing programs between internal shared services such as marketing, corporate communications, design, social and external agencies
- Created and managed various successful marketing campaigns and triggered email programs which saw both record numbers in open, click through and ‘time on site’ rates
- Conducted and presented quarterly market reviews to the Leadership team

Title (September 2014 – February 2017)

- Identify and define market trends, new products and cross-sell opportunities resulting in 59% growth
- Data analysis of existing merchants such as customer behavior, card declines and alternative payments usage resulting in higher acceptance rates, revenue growth and qualitative client praise
- Optimization of clients’ web and mobile offerings to reduce churn and conversion barriers resulting in significant, heralded growth across all segments of the business portfolio
- Strategic adviser for both in-house and client direction

QRS Company – Chicago, IL

January 2010 – September 2014

Title

- Design and implement various customer marketing activities to increase conversion, maximize yield, reduce churn and ensure ecosystem health
- Interact with global executives, senior marketing, customer services and central operations management to deliver best-in-class customer experience
- Manage cross-sell activity to maximize customer revenue yield while protecting the ecosystem
- Develop and execute targeted customer marketing programs including email, display advertising, and in-product communications

EDUCATION

- Bachelor of Science Communications, Public Relations, University of Illinois, 2005

SKILLS

- List skills that apply to the roles you are applying to, see below
- Highly organized, and able to manage multiple simultaneous priorities
- Strong communicator and thrives on building trusted relationships with colleagues and customers
- 10+ years of internal and external customer-facing experience, providing consultative guidance and hands-on execution in fast-paced, demanding environment

TECHNOLOGY

List all the technology programs you have used in your professional career that relate to the role you are applying to.