

30-Minute Resume Refresh

with Sho Dewan



ALEX MILLER

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SUMMARY

Digital Marketing Director with 10+ years of experience leading cross-functional Marketing teams and launching end-to-end digital campaigns delivering 10x website & social media traffic. Data-driven and strong ability to extract insights from paid media campaigns and identify growth opportunities for channel performance. Led teams to excel in paid social, email marketing, customer acquisition, and data analytics. Awarded “Most Influential Campaign” at the LinkedIn Marketing Awards 2021 for exceptional B2C social media campaigns.

TECHNICAL TOOLKIT:

- **Digital Marketing:** Google Ads, Facebook & TikTok Ads Manager, ActiveCampaign, Wordpress, Klayvio
- **Data Analytics:** Advanced Excel, Proficiency in Python, Google Analytics
- **Project Management & CRM:** Trello, Asana, Hubspot

PROFESSIONAL EXPERIENCE

COOL TECHCO

San Francisco, CA

Growth Marketing Director (Prev: Marketing Manager)

June 2017 – Present

Global lead on all digital marketing initiatives (SEM, Social Media, PPC, Email Marketing, App Marketing) and marketing analytics. Work across functions with Sales, Product, and Marketing. Promoted to Growth Marketing Director in 2019 to manage a new team of 5.

SEO and Paid Media Campaigns

- Introduced paid media to Marketing team and increased web traffic by 10x with Facebook ads within a span of first three months
- Provided day-to-day management of online and offline campaigns across all 4 social media channels: FB, IG, LinkedIn, YouTube. Accumulated 10M+ social media followers with organic reach, social media ads, and strategic partnerships
- Developed, optimized, and executed SEM strategies to drive B2C lead generation — achieved 200% growth, and lobbied for a 5x marketing budget for Google Ads

Marketing Analytics

- Analyzed newsletter metrics, demographics, and website traffic using Google Analytics to make content recommendations to editorial staff and provide reports to management. Increased open rate of emails by 3x from 15% to 45% in 3 months.
- Led a team of 5 Marketing Leads to help global stakeholders optimise campaigns and report on campaign performance
- Implemented social media analytics and guidelines for content teams which resulted in 500% growth in follower count in 6 months

Events and Partnerships

- Managed a team of 3 to roll out end to end marketing campaign for a special collection launch. Worked with external stakeholders and partnered with social media influencers to generate 100M+ total views

- Directed 10+ agencies in the design and production of booth properties, marketing collateral, direct mail, email blasts, and videos
- Closed and onboarded 80 SMB accounts on marketplace platform through cold outreach strategy — email, social media DMs, and cold calls to offer 25% promotional discount

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Senior Digital Analyst

London, England

June 2014 – May 2017

- Drafted and sent out weekly EDMs to subscriber list of 150,000 users and reported on performance and analytics
- Consolidated data from 15 clients' digital marketing & analytic platforms and converted them into clear & actionable insights
- Partnered with the Data Analytics team to create client database and renewal tracker. Helped sales team close 30% more deals in 2016.

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Marketing Analyst

New York, New York

September 2012 – June 2014

- Organized the worldwide live-stream, fashion show, and after-party for the 2013 Flagship store with a budget of \$1.5M
- Maximized brand exposure opportunities by negotiating prime advertising positions on Yahoo, daily, weekly titles, and online media
- Created 10+ growth marketing campaigns with partnering agency iProspect and increased user acquisition by 200%

EDUCATION & OTHER

UNIVERSITY OF CALIFORNIA, LOS ANGELES

B.A. in Economics, Dean's Honor List & Varsity Pickleball

LOS ANGELES

LANGUAGES: Fluent in English and Mandarin, Basic Spanish

OTHER EDUCATION: HubSpot Digital Marketing Certificate, Google Analytics Coursera

INTERESTS: Meditation, walks along nature & trees, NBA basketball, spicy ethnic cuisines