



Marketing Team Lead

Darlene Davis

Professional summary

Experienced Marketing Team Lead with 8+ years of progressive experience in digital marketing strategy and team management. Proven track record of driving successful campaigns and achieving revenue growth.

Experience

Marketing Team Lead

2020 - Now

Tech Solutions / Salt Lake City, UT

- Manage a team of 6 marketing specialists in developing and executing integrated marketing campaigns that consistently exceeded lead generation targets by 25%.
- Implement SEO strategies that resulted in a 35% increase in organic search traffic and improved keyword rankings for key industry terms.
- Lead social media initiatives, increasing engagement rates by 50% through targeted content and community management strategies.
- Oversee a marketing budget of 10,000,000 annually, optimizing spending across digital channels and achieving a 20% increase in marketing ROI year-over-year.

Senior Marketing Specialist

2018 - 2020

Tech Solutions / Salt Lake City, UT

- Developed and executed email marketing campaigns that contributed to a 30% increase in email open rates and a 15% increase in click-through rates.
- Managed paid advertising campaigns on Google Ads and social media platforms, achieving a 2x return on ad spend (ROAS) for key campaigns.
- Analyzed campaign performance using Google Analytics and CRM data to optimize strategies and improve overall marketing effectiveness.
- Created compelling content including blog posts, white papers, and case studies to support inbound marketing efforts and drive lead generation.

Marketing Specialist

2016 - 2018

Nelson Brothers / Salt Lake City, UT

- Planned and executed marketing campaigns for diverse clients, focusing on digital marketing strategies such as SEO, social media, and email marketing.
- Conducted market research and competitor analysis to identify opportunities and trends, informing strategic campaign decisions.
- Managed social media accounts, increasing follower engagement by 40% through targeted content and community interaction.

+1 234 567 89 10

darlenedavis@mail.com

Salt Lake City, UT

Education

Bachelor of Science in Marketing

2012 - 2016

University of Utah

Salt Lake City, UT

Skills

Leadership

Strategic Planning

Decision Making

Project Management

Problem Solving

Conflict Resolution

Communication Skills

Coaching & Mentoring

Delegation

Courses

Analytics Certified

2022

Google

Inbound Marketing Certified

2020

HubSpot