

 (917) 555-6729

 emily.carter@gmail.com

 New York, NY

## EDUCATION

### Bachelor of Business Administration in Marketing

New York University, Graduated: May 2014

### Certifications

- Google Ads Certification | Issued: March 2022
- HubSpot Content Marketing Certification | Issued: June 2021
- Facebook Blueprint Certification | Issued: December 2020
- Google Analytics Certified | Issued: January 2019

### Professional Development

- **Leadership in Marketing Teams** – Harvard Online | Completed: 2020
- **Data Analytics for Marketing** – Coursera | Completed: 2019

## SKILLS

- Digital Marketing Strategies
- Social Media Advertising
- Brand Positioning & Strategy
- SEO & SEM Optimization
- Budget Management
- Data Analysis & Reporting

## AWARDS

- Marketing Excellence Award – Nike, 2022
- Best Social Media Campaign – Adidas, 2017

## LANGUAGES

- German: Fluent
- Spanish: Fluent

# EMILY CARTER

## STRATEGIC MANAGER

## PROFESSIONAL SUMMARY

Strategic Manager with experience in brand management, digital marketing, and campaign execution. Expertise in driving customer engagement, increasing revenue, and optimizing marketing strategies across diverse platforms. Proven ability to lead cross-functional teams, manage multimillion-dollar budgets, and create innovative solutions that achieve business growth.

## EXPERIENCE

- April 2019 - Now

### Marketing Manager

**Nike** / New York, NY

- Lead digital marketing campaigns, increasing online sales by 35% year-over-year through targeted strategies and creative solutions.
- Analyze customer data and market trends to refine audience targeting and improve conversion rates, increasing brand awareness by 25%.
- Oversee a dynamic team of 8 marketing professionals, fostering a culture of innovation, collaboration, and professional growth.
- Work closely with product development and sales teams to align marketing strategies with business objectives.

- June 2014 - March 2019

### Digital Marketing Specialist

**Adidas** / New York, NY

- Managed high-performing social media campaigns, growing Instagram followers by 200K and improving audience engagement by 40%.
- Designed and implemented email marketing initiatives that increased conversion rates by 20%, driving customer retention.
- Conducted A/B testing on ads, improving ROI by 30% across paid media channels.

## VOLUNTEER EXPERIENCE

- March 2020 - Now / New York City Food Bank

### Marketing Volunteer

- Developed a social media campaign that raised awareness for the organization's mission, increasing donations by 30%.
- Assisted in organizing virtual fundraising events, managing outreach through email marketing and social media.