

# JANE DOE

## Digital Marketing Manager

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*"Jane did a nice job in building a diverse/high potential team. She has clear vision on ABM strategy and direction we are heading. I really liked the way she has challenged the CE division in H2. I like the strong style, clear expectations and vision she has created.*

*- Manager's Name, Job Title, Company Name*

Highly motivated, creative, and results-driven Digital Marketing Manager with in-depth experience leading the planning, strategy, and execution of high-impact integrated marketing programs for offline and online channels. Have a proven track record of success in maximising business growth and boosting marketing process efficiencies through the implementation of innovative marketing technologies and automation. Equipped with strong leadership skills to manage a team and develop their skills for them to grow. Possess excellent communication skills to create relevant marketing content and effectively manage high-level communication streams with key stakeholders and C-suite. Looking for a challenging EMEA Digital Marketing Manager in the technology industry.

### KEY SKILLS

Digital Marketing | Global Sales Enablement | Project Management Skills  
Marketing Automation | Demand Generation | Team Management  
Data Analysis | Budget Management | Digital and Marketing Operations

### PROFESSIONAL EXPERIENCE

#### ITW Construction Products • Crowley, UK

##### Business Development Manager UK, Ireland, and Nordics

Sep 2020 - Present

[ITW](#) is a Fortune 200 global multi-industrial manufacturing leader with revenues totalling \$14.5B in 2021.

Responsible for managing successful integrated marketing campaigns targeting prioritised market verticals and users based on customer segmentation and buyer behaviour to drive increased market adoption and meet revenue goals. Report to the Business Unit Manager, supervise 3 direct reports, and maintain a budget of £800K.

- Direct the development and implementation of an integrated multi-channel marketing strategy to grow awareness and re-position the SPIT brand; boost customers' reach and engagement through targeted brand awareness campaigns using digital channels, PR, industry events, and POSes; increased direct traffic by 26% and organic search by 63% in Q1 of 2022
- Build a long-term plan and manage an annual budget of £800K to support demand and growth marketing activities; effectively allocate funds and manage expenses based on the set marketing goals and focus areas
- Manage customer segmentation analysis to enhance marketing positioning; use customer data, criteria information, and market knowledge to create buyer personas; identify untapped growth opportunities to differentiate brand and product offering; achieved a Lever 3 organic growth of 2% and enabled sales to achieve a positive 6% against the plan
- Oversee 2 Account-Based Marketing (ABM) programs, such as one-to-many and one-to-few campaigns; identify high-value target accounts across the UK, Ireland, and Nordics and understand specific market needs; develop and implement customised marketing strategies to establish brand awareness and increase sales
- Leverage comprehensive understanding of market needs and competitive offerings to develop clear quantified value propositions and associated marketing materials; formulate and implement a multi-channel communication plan with competitive differentiation for the target market
- Recruit and lead a high-performing marketing team of 3 members; set clear goals and monitor progress; develop the team through effective coaching, mentoring, and performance management; resulted in one of the team members qualifying for the "Young in Career Leadership Program" that is held at European level
- Headed the implementation of new digital technologies such as HubSpot CRM; facilitated the development and execution of automated workflows for managing digital marketing campaigns, landing pages, attribution reporting, lead nurture and qualification, and sales insights; informed sales and marketing efforts, maximising revenue and brand outcomes

#### PPM Industries UK Ltd • Cannock, UK

##### Marketing Manager and Business Development Analyst (Promotion)

Oct 2018 – Sept 2020

##### Marketing Coordinator

Mar 2016 – Oct 2018

[PPM Industries](#) is an Italian manufacturer of adhesive tapes with an international distribution network that covers more than 60 countries worldwide.

Responsible for the end-to-end strategic planning and execution of all UK marketing activities and key global initiatives to increase global brand awareness and achieve revenue objectives. Reported directly to the UK General Manager and Group CEO and maintained an annual marketing budget of £200K.

- Identified opportunities for process efficiencies; selected fit-for-purpose marketing software and tools such as GetResponse and Hootsuite; project-managed the implementation of selected tools; analysed and evaluated performance; drove continuous improvement in marketing processes

- Analysed UK business, competitors, and market; identified strengths, areas for improvement, opportunities, and threats; developed UK marketing objectives aligned with the business strategy; created and implemented UK marketing strategies and plans
- Planned and managed a marketing budget of £200K annually for projects and operational activities in line with defined objectives; consistently achieved a strong return on investment
- Built UK brand in alignment with business objectives; designed brand personality, identity, and unique selling point; hired and partnered with independent contractors to develop brand content
- Managed the business's largest global marketing project ever in coordination with the CEO to improve brand awareness and reinforce the relationship with key customers
- Assessed marketing requirements and selected fit-for-purpose marketing channels; partnered with external marketing agency to develop and implement campaigns; worked with content creators to develop content; analysed and evaluated results to ensure goals were met; achieved consistent growth, including acquiring the biggest US client as a result of a 2017 digital campaign
- Directed all offline and online marketing channels, including webpage, email marketing, Facebook, Instagram, LinkedIn, and industry magazines; increased customer engagement on social media by 38% within a year; 12% of ecommerce customers were converted through social media
- Led the planning and execution of marketing events, such as trade show exhibitions; exceeded 2019 trade show expectations in terms of visitor number, engagement, and media exposure
- Designed product promotions and created promotional collateral targeting existing and potential customers; designed and implemented promotions on behalf of key customers; increased sales directly and indirectly
- Supported identification of business opportunities in close collaboration with the sales team; facilitated product development, pricing, launching, and evaluation in coordination with the product development and management teams
- Played an integral part in increasing the revenue for the Q1 brand by 43% in 2019 through marketing activities

**Pavoni Italia S.p.A • Bergamo, Italy**

**Marketing Specialist**

**Apr 2012 – Feb 2016**

[Pavoni](#) offers a complete range of food equipment suitable for the pastry and HORECA industry, as well as plastic crates for light industrial sectors.

Responsible for executing marketing strategies across digital platforms in line with business objectives to boost brand awareness and achieve revenue growth objectives. Reported to the Marketing Manager.

- Project-managed the development of 3 corporate websites end to end, working with an external implementation partner
- Evaluated, selected, and managed food bloggers and influencers to promote products; achieved an increase in sales
- Supported the planning and execution of communications activities, including PR, events, and social media; increased customer engagement and media exposure
- Supported business, competitor, and market analysis activities; involved in benchmarking activities

**PROFESSIONAL CERTIFICATIONS**

Northwestern Kellogg • <b>Digital Marketing Strategies: Data, Automation, AI &amp; Analytics</b>	<b>2022</b>
University of Illinois • <b>Digital Media and Marketing Strategies</b>	<b>2020</b>
HubSpot Academy • <b>Content Marketing Certification</b>	<b>2020</b>
University of Pennsylvania • <b>Improving Communication Skills</b>	<b>2020</b>
Google Analytica Academy • <b>Advanced Google Analytics</b>	<b>2019</b>
Moz Academy • <b>SEO Fundamentals</b>	<b>2017</b>

**EDUCATION**

Cattolica del Sacro Cuore • <b>MSc Marketing Management</b> • High Honours	<b>2010</b>
Alexandru Ioan Cusa University • <b>BSc Economics and Management Sciences</b> • 9.5/10	<b>2008</b>

**TECHNICAL SKILLS**

HubSpot CRM, MS Office (Word, Excel, PowerPoint, Outlook), Figma/Illustrator, Acrobat Pro, Photoshop, Wochit, Hootsuite, Eloqua, Poppulo/Newsweaver, Salesforce, Microsoft Dynamics

**LANGUAGES**

English (Proficient), Italian (Native), Romanian (Native), Spanish (Proficient)