

# COREY TAYLOR

City, State, and Postal Code | Phone Number | Email | LinkedIn Profile URL

## MARKETING MANAGER

Brand Management | Revenue Generation | Digital Marketing Strategy

Marketing manager offering more than seven years of experience driving impactful campaigns and strategies in dynamic and competitive markets. Skilled in elevating brand presence, expanding market reach, and achieving revenue targets. Adept in developing client relationships and collaborating with stakeholders to align marketing initiatives with business goals. Solid track record of leading motivational strategies that enhance team engagement, morale, and overall productivity.

### AREAS OF SKILL

- Strategic Product Positioning
- Sales Funnel Management
- Product Launch Strategy
- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- PPC (Pay-Per-Click) Advertising
- Customer Segmentation
- New Market Penetration
- Market Trends Analysis

### PROFESSIONAL EXPERIENCE

ABC CORPORATION | Atlanta, GA08/2018 – Present

#### Marketing Manager

Define and integrate marketing strategy, segmentation, product specifications, positioning, promotional mix, lead generation, ROI metrics, pricing, and product road map evolution. Develop marketing strategies for new product releases, including online, promotions, and direct marketing events.

- Spearheaded an integrated marketing campaign across digital channels, achieving a 30% increase in lead generation and a 20% boost in website traffic.
- Led major product launch that produced \$2.8M in global sales within 13 months.
- Increased revenue by 42% through the development and execution of strategic marketing plans and programs.
- Pioneered new search engine optimization (SEO) marketing program that generated 52 top 5 rankings against select keywords with 5.50% visibility score.

XYZ CORPORATION | Atlanta, GA02/2014 – 08/2018

#### Marketing Manager

Developed and implemented innovative marketing strategies that enhanced brand awareness, generated leads, and increased customer engagement. Managed 10+ marketing team members, collaborated with five cross-functional departments, and ensured alignment with business goals.

- Increased blog traffic by 45% and elevated organic search traffic by 20% in six months.
- Drove a 15% increase in product adoption among target demographics through the execution of product repositioning strategies.
- Led a targeted email marketing campaign that increased online sales by 35%.
- Reduced “cost per lead” by 15% through ROI analysis and execution of robust tracking and measurement systems.

### EDUCATION

Bachelor of Arts in Marketing, University of Georgia (UGA) | Athens, GA