

CLIENT NAME

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HEAD OF MARKETING, AFFILIATES AND GROWTH

Market Insights → Winning Moves → Competitive Advantage

Insightful leader known for growing revenue and market share with targeted lead generation strategies and affiliate partnerships. Crafts solutions that lead to business success through relationship building, team cohesion, performance excellence, a high degree of integrity and never exceeding a budget. Creates performance marketing strategies via text, video and email drip campaigns with industry leaders in emerging markets. Described as curious, courageous and adaptable, aligning strategic plans and priorities with organizational goals.

CAREER HIGHLIGHTS

- Empowered diverse, cross-functional teams to execute 50+ projects successfully in five consecutive years.
- Created a lead gen channel for (COMPANY) which generated 29% of all company revenue in four months.
- Developed digital strategy to yield 83K sign-ups and 800 weekly registrants for the Department of Law Enforcement.
- Delivered public awareness campaign which led to capture of a deadly fugitive after 30 years of evading arrest.
- Partnered with major media outlets to close two unsolved murder cases with a strategy later scaled globally.
- Launched affiliate agency based on success with large brands—Brand A, Brand B and Brand C, among others.

AREAS OF EXPERTISE

*Strategic Planning | Forecasting
Team Leadership | Transformation
Innovation | Performance
Brand Development | Recognition
Advertising | Marketing Campaigns*

*Public Relations | Social Media
Media Planning | Programs
Content Development | Management
Digital Marketing | Automation
Data Analytics | Trend Alignment*

*Third Party Lead Generation
Affiliate Relationships | Reporting
Risk Reduction | Mitigation
Video Production | Editing
HubSpot | WordPress | Adobe*

PROFESSIONAL EXPERIENCE

Senior Marketing Manager | Name of Company 2023 – Present

- Managed third party lead gen efforts to yield \$3.5M revenue to the bottom line—29% of company YoY earnings.
- Implemented tracking solutions to evaluate 25 vendors and quickly address performance issues.
- Saved \$1M annually with new call center, new lead gen technologies and vendor training to drive success.

Marketing & Growth Affiliate | Name of Company 2022 – 2023

- Managed \$12M annual budget which generated \$120M ROI in 10 months while increasing lead pool by 700%.
- Saved \$250K in six months with streamlined workflows, then invested savings to expand into new markets.
- Reduced lead costs by 58% in six months while increasing volume 140% to generate 40K more leads per month.

Senior Account Manager | Name of Company 2021 – 2022

- Increased quarterly and yearly revenue projections by 300% with more targeted and strategic marketing campaigns.
- Managed placement strategies with publishers to ensure a consistent 5:1 return-on-assets ratio.
- Shifted cultural mindset to a “best idea wins” approach to identify and resolve problems quickly and effectively.
- Nurtured relationships with 100+ marketing affiliates to accelerate consistent client and revenue growth.

PROFESSIONAL EXPERIENCE *(Continued...)*

Affiliate Marketing Manager | Name of Company

2021

- Managed \$1.48M affiliate marketing budget and boosted YoY revenue 111%, from \$1.53M to \$3.24M, for key clients.
- Served as primary point of contact with Company A, Company B, Company C and other large affiliate publishers.
- Maintained an average return-on-assets ratio of 429% on all client accounts with data-driven strategies and plans.

Vice President of Marketing | Name of Company

2010 – 2020

- Engaged decision-makers through webinars, roundtables, conferences, podcasts, presentations and publications.
- Directed the launch of a campaign for a new service resulting in an ROI of 24% for every dollar spent.
- Exceeded sales targets every quarter by 16% on average, providing a team of 20 contractors with clear roadmaps.
- Navigated a client company through unparalleled growth and success, increasing revenue from \$3M to \$6M.
- Directed software migration for more accurate and timely processing of finance, accounting and inventory functions.
- Expedited paid acquisition strategy across social media and other mediums which generated \$1.2M in new leads.

EDUCATION | AFFILIATIONS | AWARDS

Juris Doctor (JD), Practice of Law, Name of Law School

Master of Business Administration (MBA), Name of Graduate School, Name of University

Master of Science (MS), Corporate & Public Communications, Name of University

Bachelor of Science (BS), Professional Communications, Name of University

Agency Owner, Name of Marketing Company, LLC (current)

News Anchor, NewsRadio Station, Communications Company (past)

Public Information Officer, Name of County Sheriff's Office (past)

Public Information Officer, Department of Law Enforcement (past)

Co-Chair, Regional Domestic Security Task Forces, Appointed by Florida Governor (past)

Award of Distinction, State Public Relations Association

Black Belt, Yoshukai Karate

KUDOS FOR CLIENT NAME

'NAME genuinely cares about his colleagues and boosts morale by getting everyone involved.'

Call Center Manager, Name of Company

'NAME's wealth of industry relationships has proved a never-ending source for finding new customers.'

Vice President of Marketing, Name of Company

'Name's responsiveness and innovative problem-solving skills have helped us achieve great success.'

Fortune 500 Client, Name of Company