Barbara Cannon

100 Broadway Lane  
New Parkland, CA, 91010  
Cell: (555) 987-1234  
example-email@example.com

**Professional Summary**

Metric-oriented Email Marketer skilled in production of campaigns responsible for market share increase and optimal revenue generation through increased engagement and clickthroughs. Effective talent in demographic targeting with concise messaging in the right frequency for enhanced ROI. Able to bring desired results on mainstream email applications and complex niche platforms.

**Core Qualifications**

* Marketing Analytics
* Database Mining
* Campaign Development
* Market Segmentation
* CSS and HTML5
* Proofreading and Editing

**Work Experience**

Email Marketer, July 2009  Present

Better Drivers Insurance  New Cityland, CA

* Lead creative process of email campaign development within $2 million operating budget.
* Consistently provide impressions and click through ratio improvement through customized segmentation strategies developed according to buying activity of 4 million subscribers.
* Drive agency activities in PPC, affiliate management and SEM with messaging consistency across all channels.
* Ensure all email campaigns provide clarity of offerings, incentives and timeframes in accordance to company best practices and brand standards.

Email Marketer, April 2005  July 2009  
Bradford Insurance of California  New Cityland, CA

* Improved email impressions by 64% and click through ratios by 58% in four years.
* Increased website traffic by 47% in 2007 and 34% in 2008.
* Employed A/B multivariate testing to determine best practices and brand standards toward consistent improvement generation.

**Education**

2005 Bachelor’s Degree, Marketing  
University of California – New Cityland, CA

**Other**

Phi Alpha Omega Sorority president

Puppies for prisoners bake-sale chairman

Cancer survivor

Tennis, Reading, Baking