

RB

# Riley Bennett

PROJECT MANAGER

Innovative hybrid project manager with 6 years of experience blending creative direction and technical project execution. Expert in producing marketing campaigns and implementing tech solutions.

## CONTACT INFORMATION

(123) 456-7890

email@example.com

City, ST, ZIP

## KEY SKILLS

- Creative campaign management
- UX design integration
- Data-driven strategy
- CRM systems

## PROFESSIONAL EXPERIENCE

Project Manager | CreativeTech Agency | New York, NY | July 2018 to present

- Directed 15+ integrated campaigns annually, improving customer engagement by 25%
- Supervised implementation of a CRM tool, streamlining lead management by 30%
- Collaborate with creative and IT teams to ensure seamless project execution

Marketing Analyst | Brightline Media | Newark, NJ | March 2016 to June 2018

- Analyzed data trends to optimize campaign strategies, increasing ROI by 40%
- Designed dashboards to track key performance indicators (KPIs) for campaigns
- Assisted in website redesign, improving usability and increasing traffic by 50%

## EDUCATION

Bachelor of Arts in Marketing  
Rutgers University | Newark, NJ 2018 |

## CERTIFICATIONS

- Certified Digital Marketer | DMA | 2019