

Sydney Moore

Project Manager



CONTACT INFORMATION



(123) 456-7890



email@example.com



City, ST, ZIP

KEY SKILLS

- Digital marketing strategy
- Customer relationship management (CRM) systems
- Data analytics
- Multi-platform campaigns

EDUCATION

- Bachelor of Science in Marketing**
University of Washington |
Seattle, WA 2015

ABOUT ME

Versatile project manager with 10 years of combined experience in IT and marketing project leadership. Skilled in cross-department collaboration and integrating technology into marketing strategies.

PROFESSIONAL EXPERIENCE

PROJECT MANAGER | INTEGRATED TECH MARKETING | SEATTLE, WA | MAY 2015 TO PRESENT

- Delivered 25+ successful campaigns by leveraging CRM insights and marketing automation tools
- Led the deployment of a cross-platform marketing tool, increasing ROI by 40%
- Collaborated with IT teams to optimize campaign tracking systems, reducing errors by 20%

MARKETING TECHNOLOGIST | BLUE SKY DIGITAL | PORTLAND, OR | JUNE 2010 TO APRIL 2015

- Managed digital campaigns that increased online engagement by 35%
- Conducted data analysis to fine-tune customer segmentation strategies
- Implemented automation workflows that reduced email marketing lead time by 50%

CERTIFICATIONS

- CERTIFIED DIGITAL MARKETER | DMA | 2016**
- CERTIFIED AGILE LEADER | SCRUM ALLIANCE | 2020**