

# Raymond Ortiz

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## Profile

A seasoned creative marketing director with a strong academic background, holds a Bachelor of Science in marketing from the University of California, an MBA focusing on marketing from Harvard Business School, and a Master of Science in integrated marketing communications from Northwestern University. Proven track record in developing and implementing comprehensive marketing strategies, managing creative processes, and leading a team of creative professionals at renowned companies such as Procter & Gamble and Unilever.

## Professional Experience

<b>Senior Marketing Manager   Procter &amp; Gamble   Cincinnati, Ohio</b>	<b>June 2015 to present</b>
<ul style="list-style-type: none"><li>Developed and implemented a comprehensive marketing strategy that increased product sales by 25% within the first year</li><li>Managed a team of 10 creative professionals, fostering a collaborative environment that led to a 30% increase in team productivity</li><li>Oversaw the creative process for a significant product launch, which resulted in a 15% increase in brand awareness</li></ul>	
<b>Marketing Specialist   Unilever   Englewood Cliffs, New Jersey</b>	<b>May 2010 to June 2015</b>
<ul style="list-style-type: none"><li>Assisted in the development of marketing strategies that resulted in a 20% increase in customer engagement</li><li>Collaborated with the creative team to produce promotional materials that effectively communicated the brand's message</li></ul>	

## Education

<b>Bachelor of Science in Marketing</b>	<b>May 2010</b>
UNIVERSITY OF CALIFORNIA, Berkeley, California	
<b>Master of Business Administration (MBA) with a focus on Marketing</b>	<b>June 2015</b>
HARVARD BUSINESS SCHOOL, Boston, Massachusetts	
<b>Master of Science in Integrated Marketing Communications</b>	<b>May 2012</b>
NORTHWESTERN UNIVERSITY, Evanston, Illinois	

## Key Skills

- Creative team leadership
- Marketing trends and technologies
- Strategic business planning

## Professional Development

- Certified Digital Marketing Professional (CDMP), Digital Marketing Institute
- Certified Innovation Leader (CIL), Global Innovation Management Institute
- Certified Professional Marketer (CPM), American Marketing Association