





# NB

# Noah Bennett

A digital marketing business development manager with seven years of experience creating revenue-generating online campaigns and forming strategic partnerships with agencies and brands.

## CONTACT

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## EDUCATION

Bachelor of Science (B.S.) in Digital Marketing  
Texas A&M University  
College Station, TX | January 2012 – March 2017

## KEY SKILLS

- Digital advertising sales
- Influencer and brand partnerships
- Performance marketing
- E-commerce strategy
- Return on investment (ROI) optimization

## PROFESSIONAL EXPERIENCE

DIGITAL MARKETING BUSINESS DEVELOPMENT MANAGER I  
GROWTHWAVE MARKETING, AUSTIN, TX  
MAY 2019 – PRESENT

- Secured over \$15 million in new business deals by forming partnerships with top-tier digital brands and e-commerce companies
- Led the launch of a performance-based ad strategy, increasing campaign ROI by 45%
- Developed and executed sales funnels that generated a 30% increase in conversion rates for clients

MARKETING SALES ASSOCIATE I | BRANDBOOST DIGITAL, AUSTIN, TX  
AUGUST 2017 – MAY 2019

- Managed agency relationships, leading to a 25% increase in cross-promotional opportunities
- Conducted in-depth market research, helping clients optimize their digital advertising spend
- Assisted in developing influencer marketing campaigns, growing social media engagement by 50%

## CERTIFICATIONS

- Certified Digital Marketing Professional (CDMP), Digital Marketing Institute, May 2017