





John Peters

Marketing professional with a focus on strategy execution and team leadership

Assistant marketing manager with six years of experience planning and executing cross-channel campaigns. Proven expertise in managing marketing teams, improving campaign ROI, and driving customer engagement.

CONTACT

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-  Chicago, IL

EDUCATION

Bachelor of Arts in Marketing
University of Illinois , Chicago, IL
May 2018

KEY SKILLS

- Brand development
- Campaign analysis
- Digital advertising
- Marketing strategy
- Project management

PROFESSIONAL EXPERIENCE

Assistant Marketing Manager | Bright Strategies, Chicago, IL
May 2020 – Present

- Collaborate with marketing directors to plan and execute campaigns, increasing brand awareness by 30%
- Lead a team of six marketing associates to create cohesive messaging across digital and print platforms
- Implement analytics strategies that improved campaign ROI by 20%

Marketing Coordinator | Vision Global, Chicago, IL
July 2018 – April 2020

- Assisted in launching new product lines, generating \$ 1 million in revenue within the first quarter
- Conducted market research and provided insights for sales and marketing alignment