







# Daniel Ortiz

## Campaign manager focused on driving impactful results

Marketing campaign manager with seven years of experience overseeing large-scale campaigns. Expertise in budget management, campaign optimization, and cross-functional collaboration.

## CONTACT

-  (123) 456-7890
-  email@example.com
-  LinkedIn | Portfolio
-  San Francisco, CA

## EDUCATION

Bachelor of Business Administration in Marketing  
San Francisco State University, San Francisco, CA May 2017

## KEY SKILLS

- Budget management
- Campaign development
- Cross-functional leadership
- KPI analysis
- Multi-channel marketing

## PROFESSIONAL EXPERIENCE

### Marketing Campaign Manager | September 2021 - Present

WaveLogic, San Francisco, CA

- Managed campaigns across digital and traditional media, achieving a 35% increase in brand visibility
- Oversee campaign budgets of up to \$1 million, consistently staying under budget
- Lead cross-functional teams of 15+ members to execute high-impact campaigns

### Marketing Specialist | May 2017 - August 2021

BrightPath Marketing, San Francisco, CA

- Supported campaign rollouts, analyzing results to inform future strategies
- Created promotional content for digital ads and social media