





# John Bergsen

## Marketing Manager

A marketing manager with seven years of professional experience specializing in digital advertising, strategic planning, and brand messaging. A proven track record of developing and executing impactful digital marketing campaigns for boutique product lines within the health and wellness space.

### CONTACT

-  (123) 456-7890
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-  LinkedIn | Portfolio
-  Philadelphia, PA

### EDUCATION

Bachelor of Science (B.S.), Digital Marketing  
University of Florida, Gainesville, FL  
June 2017

### KEY SKILLS

- Digital marketing
- Brand messaging
- Marketing strategy
- Team management
- Content strategy

### PROFESSIONAL EXPERIENCE

#### Marketing Manager | NiteMask, Miami, FL October 2020 – Present

- Develop and implement comprehensive marketing strategies for an ergonomic sleep mask product line, contributing to a 30% increase in brand awareness and a 25% increase in annual sales revenue increased
- Manage a marketing budget valued at \$1.5 million and allocate funds based on campaign effectiveness, resulting in a 10% increase in campaign ROI
- Lead a team of 12 marketing professionals to execute digital campaigns, develop content strategies, and perform marketing research

#### Marketing Manager | Superior Sleep Inc., Miami, FL June 2017 – October 2020

- Ran the strategic planning and execution of marketing initiatives for a product line of ergonomic cooling pillows, contributing to a 25% increase in annual sales
- Developed and implemented social media and email marketing campaigns in alignment with target audiences, resulting in a 27% increase in online engagement
- Analyzed marketing data and delivered presentations to executive leadership to inform long-term product strategies

### CERTIFICATIONS

- Professional Certified Marketer (PCM) in Digital Marketing, AMA, May 2017