



# Jacob Harris

## Strategic thinker with a focus on long-term marketing planning

Marketing strategist with eight years of experience crafting and executing multi-channel campaigns. Skilled in data analysis, customer segmentation, and brand positioning.

## CONTACT



(123) 456-7890



email@example.com



LinkedIn | Portfolio



Charlotte, NC

## KEY SKILLS

- Brand positioning
- Campaign development
- Data-driven decision making
- Market research
- Strategic planning

## PROFESSIONAL EXPERIENCE

Marketing Strategist | Visionary Marketing, Charlotte, NC | March 2020 – Present

- Designed and executed a three-year marketing strategy that increased market share by 15%
- Analyzed market trends to inform branding decisions, boosting customer retention by 20%
- Managed budgets of over \$ 1 million across multiple campaigns

Marketing Consultant | Independent, Charlotte, NC | June 2016 – February 2020

- Provided strategic guidance for small businesses, helping them achieve 30% revenue growth
- Conducted competitor analyses to identify market gaps

## EDUCATION

Master of Business Administration (MBA)

University of North Carolina, Charlotte, NC | May 2016