

CJ

Chris Johnson

Marketing Manager

CONTACT



(123) 456-7890



youremail@example.com



LinkedIn | Portfolio



Chicago, IL

KEY SKILLS

- Digital strategy
- Budget management
- Campaign analytics
- Brand development
- A/B testing

EDUCATION

B.S. Marketing | Northwestern
University, Evanston, IL | May 2013

ABOUT ME

Marketing manager with eight years of driving B2B and B2C campaigns. Expert in digital strategy, brand development, and cross-channel analytics.

PROFESSIONAL EXPERIENCE

MARKETING MANAGER | ADWORKS, CHICAGO, IL
MARCH 2017 - PRESENT

- Launched integrated campaigns that increased lead generation by 45%
- Managed a \$250K annual digital ad budget with a 5:1 ROI
- Coordinated with sales to align messaging across email, social, and events

MARKETING SPECIALIST | BIZPROMOS, CHICAGO, IL
MAY 2014 - FEBRUARY 2017

- Executed email campaigns with a 25% open rate and 8% click-through
- Performed A/B testing that improved landing-page conversions by 20%

CERTIFICATIONS

- PMP (PMI) | NOVEMBER 2016