

Amy Rivera

(123) 456-7890 • Los Angeles, CA 90017 • email@example.com • Portfolio

Marketing program manager with five years of experience executing integrated campaigns across digital and traditional channels. Proficient in budget optimization, ROI analysis, and cross-channel coordination.

Professional Experience

MARKETING PROGRAM MANAGER | MEDIAWAVE, LOS ANGELES, CA
JANUARY 2020 – PRESENT

- Manage annual marketing budget of \$8 M, reallocating spend to improve ROI by 22%
- Coordinate 10 digital and 5 offline campaigns, driving lead generation up 35%
- Implement attribution-model changes, enhancing channel-performance visibility

CAMPAIGN COORDINATOR | MEDIAWAVE, LOS ANGELES, CA
JUNE 2017 – DECEMBER 2019

- Coordinated social-media and email campaigns, increasing engagement by 40%
- Analyzed performance metrics and presented insights to stakeholders

Education

B.A. in Marketing | University of Southern California
Los Angeles, CA | May 2014

Key Skills

- Budget optimization
- Campaign coordination
- Performance reporting
- ROI analysis
- Attribution modeling