

Melissa Martin

Restaurant Bar Manager

Restaurant Marketing Manager with six years of driving customer acquisition via digital, local, and event marketing. Expertise in campaign ROI analysis and brand partnerships.

CONTACT



(123) 456-7890



email@example.com



LinkedIn | Portfolio



City, ST 12345

EDUCATION

B.S. in Marketing
State University, City, ST | May
2015

PROFESSIONAL EXPERIENCE

MARKETING MANAGER | BISTROFRESH GROUP, CITY, ST
FEBRUARY 2018 – PRESENT

- Plan and execute promotions, boosting weekday traffic by 22%
- Manage \$150K annual marketing budget, achieving 300% ROI on social-media ads
- Partner with local businesses for events, increasing catering revenue by 40%

DIGITAL MARKETING COORDINATOR | ASTECRAFT LLC, CITY, ST
JUNE 2015 – JANUARY 2019

- Developed email campaigns with 25% open and 8% click-through rates
- Launched loyalty program enrolling 5,000+ members in the first year