

# Lena Tran

## Chief Digital Marketing Officer

(000) 000-0000 · San Diego, CA · email@example.com · LinkedIn | Portfolio

### Innovative digital leader reshaping global marketing ecosystems

Chief digital marketing officer with 18 years of experience leading digital transformation and omnichannel strategy for Fortune 100 companies. Expert in data-driven campaign architecture, e-commerce growth, and next-gen martech adoption.

## Key Skills

- Conversion rate optimization
- Digital transformation
- Email marketing
- Mobile-first strategy
- Programmatic advertising
- Customer journey mapping
- E-commerce strategy
- Marketing automation
- Omnichannel integration
- UX-driven content

## Professional Experience

Chief Digital Marketing Officer | Arcadia Brands | San Diego, CA  
January 2017 – Present

- Led digital replatforming initiative, increasing e-commerce sales by 63% year over year
- Oversaw global customer segmentation model and retargeting campaigns that reduced CAC by 35%
- Built and managed a 45-person marketing org with four functional leaders

Director of Digital Strategy | Sano Global | San Diego, CA  
March 2010 – December 2016

- Implemented first multivariate testing program, increasing landing page conversion by 70%
- Developed and launched loyalty app that added 200K users within 12 months

## Education

Bachelor of Science (B.S.) in Marketing | San Diego State University | San Diego, CA  
May 2006