



MARCUS WHITFIELD

Marketing specialist with 5 years across paid acquisition and content for healthtech and fintech brands. Comfortable owning a channel end to end, from creative brief to weekly reporting, and partnering with product and sales on joint launches.

CONTACT INFORMATION



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Nashville, TN

KEY SKILLS

- Google Ads
- Meta Ads
- LinkedIn Ads
- Looker Studio
- GA4
- SEMrush
- Ahrefs
- Notion
- Figma
- Copywriting
- A/B testing

Professional Experience

SENIOR MARKETING SPECIALIST | LEDGERLINE FINANCIAL, NASHVILLE, TN
FEBRUARY 2022 - PRESENT

- Own paid search and paid social for the small business segment, managing a \$22K monthly budget across Google, Meta, and LinkedIn.
- Cut blended CAC from \$312 to \$214 over three quarters by rebuilding audiences and pausing low-intent keywords.
- Wrote and tested 40+ ad variants per quarter, working with a freelance designer on creative refreshes every six weeks.
- Built weekly Looker Studio reports the head of growth uses in the Monday leadership stand-up.
- Mentor a marketing coordinator on campaign QA and UTM hygiene.

MARKETING SPECIALIST | CEDARWELL HEALTH, NASHVILLE, TN
JUNE 2020 - JANUARY 2022

- Ran the content program for a telehealth brand, publishing 6 to 8 SEO articles per month with two freelance writers.
- Grew organic traffic from 12K to 47K monthly sessions in 18 months, contributing to 1,900 sign-ups.
- Owned the monthly patient newsletter in HubSpot, holding open rates near 36%.
- Coordinated co-marketing webinars with three partner clinics, averaging 280 registrations each.

Education

- B.A. in Communications
Belmont University | May 2020
- Google Ads Search Certification, 2023