



LEON SANTOS

Marketing Consultant

CONTACT INFORMATION



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Cookeville, TN 12345

KEY SKILLS

- Google Analytics
- Google Ads
- Salesforce CRM
- Microsoft Excel
- Content Management Systems
- Email Campaign Strategy
- B2B Lead Generation
- Marketing Collateral Development
- Campaign Planning
- KPI Reporting

ABOUT ME

Experienced in managing multi-channel campaigns across paid search, email, and social for up to 6 small business clients at once, generating 37 new business leads per quarter through targeted email nurture sequences and Google Ads campaigns. Skilled in Google Analytics, Salesforce CRM, Google Ads, and content management systems, with 2 years of coordinating creative assets, tracking ad spend, and producing marketing collateral for concurrent client accounts.

PROFESSIONAL EXPERIENCE

Marketing Consultant

Caney Fork Strategy Group, Cookeville, TN | 2025 - Present

- Generated 37 new business leads per quarter for 6 small business clients by building targeted email nurture sequences and Google Ads campaigns.
- Launched 7 campaigns per quarter across paid search, email, and social channels, coordinating timelines and creative assets for each client.
- Created 23 marketing collateral pieces including sell sheets, case studies, and presentation decks for a regional home services client.
- Monitored keyword bids and ad group budgets in Google Ads for 4 concurrent accounts, flagging spend variances within 24 hours of detection.

Marketing Coordinator

Cumberland Ridge Media LLC, Crossville, TN | 2024 - 2025

- Produced 18 collateral pieces per month, including social graphics, email templates, and one-pagers, for 4 concurrent client accounts.
- Launched 5 campaigns per quarter for a restaurant group, managing content calendars and scheduling posts through a content management system.
- Collected lead data from landing forms in Salesforce CRM, logging an average of 29 new leads per month for the sales team to follow up on.

EDUCATION

B.S.B.A. Marketing

Tennessee Technological University, Cookeville, TN | 2020 - 2024