**BrigitteSchwartz** Marketing Manager

+123-456-7890 hello@reallygreatsite.com

@reallygreatsite

Experienced, respectful and driven marketing team leader with a Master of Media & Communications. Known for exceptional lateral thinking skills and developing campaigns that dramatically capture the audience's attention. Team oriented and

focussed on supporting others and helping them grow.

**EMPLOYMENT HISTORY**

**Marketing Manager · Studio Shodwe** May 2020 - Present

Effectively developed marketing tactics and managed marketing relationships with essential Licensing and International partners.

Ensured that all trade and consumer facing strategies were seamlessly integrated by creating sell sheets and other materials.

Managed an event budget, facilitated eight trade shows and ensured events were effectively and consistently used to drive marketing results.

Met and exceeded all targets nationwide on every campaign.

**Content Marketing Manager · Studio Shodwe** March 2019 - April 2020

Working with and under the supervision of the Sales director, initiated and iteratively developed effective campaigns.

Established and maintained excellent relationships with strategic partners internally and externally that were crucial to company success.

Researched and understood the motivations of users to effectively implement ecommerce improvement strategies.

Regularly prepared reports and presented to management teams.

**Marketing Manager, Digital Content and Merchandising · Salford & Co.**

April 2017 - March 2019

Developed and effectively implemented site merchandising strategies that led to increased sales for eight straight quarters.

Recognised improvement opportunities across the user journey and developed brand-specific content strategies to address these.

Created and planned quarterly playbook to support product launches.

**Digital Advertising Operations Executive · Fauget** June 2016 - April 2017

Provided exceptional customer support that resulted in repeat and increased business from six new advertisers.

Effectively managed campaigns that achieved client objectives.

**HIGHER EDUCATION**

Master of Media & Communications

Warner & Spencer 2018

Bachelor of Business -Marketing Major

Ginyard International Co. 2015

**INDUSTRY EDUCATION**

Introduction to Content Creation Seminar · Borcelle · April 2021

Storytelling for Business · Paucek and Lage · May 2021 Developing IP Intensive · Borcelle · December 2021

**RELEVANT SKILLS**

A lateral thinker with exceptional creative problem solving skills.

Trained in research analysis and trend forecasting. Adept at both waterfall and

agile project management methodologies.

Strong interpersonal communication skills.

**REFERENCES**

Available on request.