

Isidora Cifuentes
(123) 456-7890
i.cifuentes@email.com
898 Fourth Boulevard, Chicago, IL 65432

Profile

Strong leader with 13+ years' experience creating and implementing marketing strategies that increase brand awareness and revenue. Skilled at maximizing returns while meeting deadlines and staying on-budget. Focused on building strong teams that can deliver significant ROI and complete challenging projects.

Professional Experience

Executive Marketing Manager, Antelope Airlines, Chicago, IL

October 2016 - Present

- Develop and implement key, large-market campaigns that raise awareness of Antelope Airlines services, including redesign of landing page that increased sales conversion figures by 42%
- Manage team of 22 skilled professionals, including marketers, social media experts and IT professionals and annual budget of \$30 million
- Monitor key performance indicators and track return on investment to ensure campaigns are effective and contributing to company growth
- Manage multiple marketing projects simultaneously to reach different segments of the target market, including business and vacation travelers

Marketing Manager, White Tiger Consulting, Chicago, IL

July 2007 - October 2016

- Developed innovative sales program to market legacy products, increasing revenue by 27% in one year
- Strategized with the marketing team to determine the most effective way to market insulin-delivery systems to medical facilities
- Managed a 13-member sales team, including setting sales targets and conducting performance reviews
- Increased the endocrinology division's customer base by 38% over three years

Education

Bachelor of Science in Business Administration - Marketing

University of Florida, Gainesville, FL, September 2001 - June 2005

Master of Science in Marketing

Indiana University Kelley School of Business, Bloomington, IN, September 2005 - June 2007

Key Skills

- Team building and training
- Budget management
- Market research
- Project management methodology
- Strategic planning

Certifications

- Professional Certified Marketer, Marketing Management, American Marketing Association, 2019