

**Zara Sparks**  
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## Professional Profile

Enthusiastic retail marketing expert with 7+ years of experience. HubSpot Content Marketing Certified and capable in both in-house and agency environments. Impressive email campaign click-thru rates, at 20% above industry average, and a history of managing multimillion dollar budgets.

## Professional Experience

### **Digital Marketing Manager, Vera Bradley, Fort Wayne, IN**

*March 2019 – Present*

- Manage marketing strategy and execution across a variety of channels and complete in-depth review for improvements monthly.
- Partner with the merchandising team to coordinate product highlights across digital efforts to ensure cohesive messaging.
- Plan and execute an annual budget close to \$3.5 million dollars, including media buying.
- Conceptualize and carry out email strategy which resulted in 25% click-thru rate (20% above industry average).

### **Online Marketing Associate, CeraVe, Indianapolis, IN**

*July 2013 – August 2015*

- Managed marketing CMS and trained 12 others to do so.
- Assisted with tracking campaign execution, ROI, and brainstormed ideas for improvement.
- Oversaw copywriting, editing, and web content for SaaS clients.
- Encouraged other team members, delivering notes of encouragement to 2-3 individuals each week.

## Education

### **Bachelor of Business Administration in Finance**

*UNIVERSITY OF NORTH CAROLINA, Chapel Hill, NC, May 2013*

## Key Skills

- Sales
- Market Forecasting
- Decision Making
- Employee Recognition
- Customer Relationship Management

## Certifications

- HubSpot Content Marketing Certification, 2016