

Terry Cloutier

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Professional marketing director with nearly 10 years of experience working with brands to generate qualified leads and increase sales. Capable of working with agencies or in-house marketing departments to execute high-performing marketing strategies across digital and print channels. Extensive experience using tools like SEMRush, HubSpot, and Google Analytics to track campaign performance and optimize marketing strategies.

Education

Bachelor of Science in Business Administration

The University Of Arizona,
Tucson, AZ
September 2008 – June 2012

Key Skills

- Social Media Marketing
- Marketing Analytics
- Paid Advertising
- Corporate Branding
- Sales

Certifications

- Digital Marketing Certification, The Digital Marketing Institute, 2018
- HubSpot Social Media Marketing Certification, HubSpot, 2017

Professional Experience

Marketing Director

Digital+ Solutions, Phoenix, AZ | January 2018 – Present

- Oversee the implementation of digital marketing campaigns and report quarterly marketing performance to management team
- Perform rigorous market research and analysis to refine and optimize existing marketing strategies
- Work closely with upper management to understand long-term business objectives and develop marketing strategies that prioritize these objectives

Digital Marketing Manager

BigHaus, Phoenix, AZ | April 2015 – December 2017

- Used marketing tools like Google Ads to plan and execute paid advertising campaigns on Google that resulted in a 25% increase in web traffic
- Utilized SEMRush to perform competitor analysis and develop an SEO strategy designed to outperform competitors
- Engaged with social media followers to maintain a positive brand image and encourage customer loyalty

Social Media Marketing Associate

Plus 10 Marketing, Phoenix, AZ | September 2012 – February 2015

- Worked with senior marketing professionals to establish campaign objectives for social media strategies and measure their performance
- Refined video advertising campaign to increase clickthrough rates by 15%
- Address customer service issues by responding to followers on social platforms like Twitter, Facebook, and Instagram