

# Arthur Brown

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A Digital Marketing Manager with six years of professional experience, specializing in campaign development, go-to-market strategy, and product marketing. A proven track record of developing innovative marketing strategies to drive penetration across untapped verticals. Adept at collaborating with cross-functional teams to refine campaign execution.

## Education

### Bachelor of Science (B.S.) Digital Marketing

University of Pittsburgh,  
Pittsburgh, PA  
September 2007 - May 2011

## Key Skills

- Digital Marketing
- Go-to-Market Strategy
- Campaign Management
- Social Media Marketing
- Product Marketing

## Professional Experience

### Digital Marketing Manager

Enhanced B2B Solutions, Pittsburgh, PA | May 2016 – Present

- Develop and execute 35+ digital marketing campaigns across paid search, display, and programmatic marketing channels for a B2B technology company, resulting in a 35% increase in lead conversions and \$1.5M in pipeline revenue
- Coordinate with the Director of Marketing to define digital advertising strategy for new products and services and enhance market penetration
- Achieve open rates of 16% and click rates of 3.2% for email blasts and improve engagement across Facebook, Twitter, and LinkedIn social media channels by 50%
- Manage a team of 10+ marketing and sales specialists to drive lead conversion campaigns and enhance marketing operations

### Digital Marketing Manager

Accelerated Marketing Inc, Pittsburgh, PA | May 2011 – May 2016

- Managed digital marketing campaigns for 25 client accounts within the automotive industry generating \$500K-\$3M in annual revenue, which included defining brand messaging and strategy for new product launches
- Conducted competitor research to enhance digital campaigns, which included refining marketing initiatives to align with target audiences