

First Name Last Name

Add your marketing specialty here, i.e. Content Marketing, Growth Marketing, B2B SaaS Marketing Leader, etc.

City, State
Phone number + email address
Linkedin Hyperlink

SUMMARY

Write one or two sentences describing what you specialize in as well as a summary of your experience (B2B, B2C, Demand generation, Branding, Performance, Growth) and key skills (Google Analytics, HubSpot, Salesforce, etc.)

Example: A B2B digital marketing expert with extensive inbound experience (SEO, content, email, and social media) for various SaaS startups. I improve marketing campaign performance and generate inbound leads by leveraging the following MarTech (Google Analytics, Hubspot, WordPress, Unbounce, Vidyard, and Adobe Creative Cloud).

EMPLOYMENT EXPERIENCE

Name of Employer, Dates of Employment

For any roles with less than 2-years of tenure, include the reason for leaving if it is related to an acquisition, new ownership, division roll-up, lay-offs, and/or major role change.

Under the employer heading, write one or two concise sentences describing your employer: what the company does and who the buyer personas are.

Job Title

- Who you reported to and the mission of your role
- Campaigns created and metrics achieved
- Focus on outcomes (metrics, KPIs) over activities (summaries of your role or campaigns)
- Who you collaborated with or any direct reports

Add remote or location

ABC Company, 12/18 - 12/22

US Remote

ABC Company is a Sequoia backed startup whose enterprise SaaS platform is used by manufacturing companies to optimize the maintenance of their capital equipment to reduce downtime.

Senior Marketing Manager

- Reported to the CMO and hired to drive demand and inbound leads through website, email, social, content/video, and webinars
- Responsible for leading the marketing activities for the enterprise product and increased inbound leads by 40% and sales pipeline by 35%.
- Generated on average 10 MQLs per month (ACV is \$300-500K)
- Provided leadership to two junior marketers focused on content

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts, Marketing	University of Toronto, 2010
Hubspot Inbound Certification	2012
Google Adwords Certification	2022

Make sure to include all relevant marketing certifications and training programs as well.

Resume Tips

- Check and double-check spelling, grammar and punctuation
- Limit to two pages of size 11-12 font.
- Eliminate any irregular formatting, shading and/or images.
- The final file should be saved and sent as Word Doc or PDF titled: First Name Last Name Resume.

As a marketing leader, it is important to always be in a position of readiness in case a great opportunity comes along. As a living, breathing document it is important to keep your resume up to date as big wins and/or changes occur.

Also, keep in mind your resume is a reflection of your personal brand and is one of only a few tools a prospective employer has to determine whether or not you are interview worthy. The goal of a resume is to get an interview so it needs to clearly spell out your ability and potential.

