

Frances Smith  
frances.smith.email@example.com  
1234 Elm Street, Apt 56, Seattle, WA 98101  
(206) 555-0182  
LinkedIn: linkedin.com/in/frances-smith

## Objective

Dynamic and results-oriented marketing professional with over 8 years of

## Professional Experience

### Marketing Manager

GreenStar Healthcare Solutions, Seattle, WA  
June 2018 - Present

- Spearheaded the development and execution of integrated marketing strategy
- Led a team of 10 marketing professionals in the successful execution of campaigns
- Collaborated with cross-functional teams to align marketing initiatives with business goals
- Managed digital marketing efforts, including SEO/SEM, social media, and email marketing
- Developed and maintained strong relationships with external stakeholders

### Senior Marketing Specialist

Innovate Health Inc., Boston, MA  
March 2014 - May 2018

- Conducted extensive market research to identify emerging trends and competitive landscape
- Played a key role in the rebranding initiative that resulted in a 50% increase in brand awareness
- Executed high-impact marketing campaigns, leveraging data analytics to optimize performance
- Coordinated and managed events such as health fairs and webinars, boosting engagement

### Marketing Associate

HealthFirst Media, New York, NY  
September 2012 - February 2014

- Assisted in the planning and execution of marketing campaigns, contributing to a 20% increase in leads
- Supported the development of promotional materials, ensuring alignment with brand guidelines
- Conducted competitive analysis to identify opportunities for differentiation

## Education

Master of Business Administration (MBA) in Marketing  
University of Washington, Foster School of Business, Seattle, WA  
Graduated: May 2012

### Bachelor of Arts in Communications

Boston University, Boston, MA  
Graduated: May 2010

## Skills

- Strategic Planning & Execution
- Brand Management & Positioning
- Digital Marketing & Analytics (SEO/SEM, Social Media, Email Marketing)
- Team Leadership & Mentoring
- Budget Management & Resource Allocation
- Market Research & Consumer Insights

- Event Planning & Execution
- Cross-Functional Collaboration
- Crisis Management & Communication

#### Certifications

- Certified Marketing Professional (CMP)
- Digital Marketing Certification

#### References

Available upon request.