

Jose Murray  
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## **\*\*PROFESSIONAL SUMMARY\*\***

Dynamic and results-driven Senior Marketer with over 10 years of experi

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## **\*\*EDUCATION\*\***

Master of Business Administration (MBA)  
University of Southern California, Los Angeles, CA  
Graduated: May 2012

Bachelor of Arts in Marketing  
University of Florida, Gainesville, FL  
Graduated: May 2008

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## **\*\*PROFESSIONAL EXPERIENCE\*\***

**\*\*Senior Marketing Manager\*\***  
HealthTech Innovations, New York, NY  
June 2018 - Present

- Developed and implemented strategic marketing plans that increased br
- Led a team of 8 marketing professionals, providing mentorship, guidan
- Managed and optimized digital marketing campaigns using SEO, SEM, and
- Conducted market research and analyzed industry trends to identify ne

**\*\*Marketing Campaign Manager\*\***  
Innovate Marketing Solutions, Chicago, IL  
August 2014 - May 2018

- Planned and executed multi-channel marketing campaigns that achieved
- Collaborated with content creators and designers to develop engaging
- Oversaw the marketing budget, optimizing resource allocation to maint
- Spearheaded the redesign of the company's CRM system, enhancing custo

**\*\*Marketing Specialist\*\***  
TechEdge Solutions, San Francisco, CA  
September 2010 - July 2014

- Assisted in the development and execution of digital marketing strate
- Conducted competitive analysis and customer surveys to gather insight
- Coordinated and managed participation in trade shows and industry eve

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## **\*\*SKILLS\*\***

- Strategic Marketing Planning
- Digital Marketing (SEO, SEM, Social Media)
- Brand Management and Positioning
- Team Leadership and Development
- Budget Management
- Data Analysis and Performance Metrics
- CRM and Marketing Automation Tools
- Project Management
- Excellent Communication and Presentation Skills

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## **\*\*CERTIFICATIONS\*\***

- Certified Marketing Professional (CMP)
- Google Analytics Certification
- Digital Marketing Certification

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## **\*\*ADDITIONAL INFORMATION\*\***

- Passionate about leveraging technology to revolutionize healthcare marketing
- Actively pursuing courses in Generative AI to enhance marketing strategies
- Member of the American Marketing Association (AMA).