

Nichole Ortiz
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Objective

Dynamic marketing professional with over 8 years of experience in developing and executing successful marketing strategies and campaigns. Seeking to leverage expertise in strategic planning, brand management, and digital marketing to drive growth as a Senior Marketer at Acme Hospital.

Professional Experience

Marketing Manager

HealthTech Innovations, Boston, MA
June 2018 - Present

- Spearheaded the development and implementation of multi-channel marketing strategies, resulting in a 25% increase in brand visibility and a 30% growth in customer engagement.
- Led a team of 8 marketing professionals, providing mentoring and professional development opportunities to enhance team performance.
- Conducted extensive market research to identify emerging trends and new opportunities, informing strategic marketing decisions.
- Managed digital marketing initiatives, including SEO/SEM, email marketing, and social media campaigns, which increased website traffic by 40%.
- Developed and maintained brand guidelines, ensuring consistency across all marketing materials.

Senior Marketing Specialist

MedTech Solutions, Austin, TX
May 2015 - May 2018

- Collaborated with cross-functional teams to align marketing strategies with business goals, leading to a 15% increase in product adoption.
- Oversaw the planning and execution of marketing events such as webinars and trade shows, enhancing brand awareness and customer engagement.
- Utilized data analytics to track and report on key performance metrics, providing insights for marketing strategy refinement.
- Managed relationships with external vendors and agencies, ensuring high-quality deliverables and efficient resource allocation.

Marketing Coordinator

Wellness First, Chicago, IL
January 2013 - April 2015

- Assisted in the development and execution of marketing campaigns, contributing to a 20% growth in customer base.
- Coordinated the production of promotional materials and content, supporting brand positioning and messaging.
- Conducted customer surveys and analyzed feedback to understand customer needs and preferences, informing marketing strategies.

Education

Bachelor of Science in Marketing

University of Illinois at Urbana-Champaign, Champaign, IL

Graduated: May 2012

Skills

- Strategic Planning and Execution
 - Brand Management and Positioning
 - Digital Marketing (SEO, SEM, Social Media)
 - Data Analysis and Performance Metrics
 - Team Leadership and Development
 - Budget Management
 - Market Research and Trend Analysis
 - Strong Communication and Collaboration
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Certifications

- Certified Digital Marketing Professional (CDMP)
 - Google Analytics Certification
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Professional Affiliations

- Member, American Marketing Association (AMA)
 - Member, Healthcare Marketing & Communications Council (HMCC)
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References

Available upon request.