

# John Smith

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Phone: +44 7123 456789

Email: john.smith@email.com

Location: London, UK

LinkedIn: linkedin.com/in/johnsmith

Nationality: British

Work Eligibility: Eligible to work in the UK

## Personal Statement

A results-driven marketing professional with over 6 years of experience in digital marketing, campaign management, and brand strategy. Proven ability to increase engagement and drive revenue through data-led initiatives. Seeking a marketing role in a forward-thinking organisation where I can contribute creativity and analytical skills.

## Work Experience

### Marketing Manager

ABC Marketing Solutions, London

March 2021 – Present

- Led digital marketing campaigns that increased web traffic by 40% in 12 months
- Managed a £250,000 annual budget, ensuring all campaigns delivered strong ROI
- Supervised a team of 4 marketers and 2 interns
- Created SEO strategies that improved search ranking from page 3 to page 1 on Google

### Digital Marketing Executive

XYZ Digital Ltd, Manchester

June 2018 – Feb 2021

- Ran Facebook and Google Ads campaigns with a 12% average conversion rate
- Developed monthly content plans for social media and blogs

- Analysed campaign performance and presented data-driven insights to senior stakeholders

## **Education**

### **BA (Hons) Marketing & Advertising**

University of Leeds

Graduated: 2018

- Final Year Project: "The Future of Digital Advertising in the UK"
- Modules: Consumer Behaviour, Market Research, Branding

## **Skills**

- SEO & PPC Advertising
- Google Analytics & SEMrush
- Campaign Strategy
- Email Marketing (Mailchimp)
- Adobe Creative Suite (Photoshop, InDesign)
- Strong written & verbal communication

## **Certifications**

- Google Ads Certified – Search & Display
- HubSpot Content Marketing Certification

## **Languages**

- English – Native
- French – Intermediate

## **References**

Available upon request.