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Musterstraße,10

12345 Musterstadt

+4916012345678

e.mustermann@email.de

**ERIKA MUSTERMANN**

Marketing Manager

**SUMMARY**

**EDUCATION**

**ADVANCED TRAININGS**

05.2012 – 07.2012

**Online Course of Innovative Marketing and Projects**

05.2012 – 07.2012

**Digital Marketing Institute**

**CERTIFICATIONS**

07.2018

**Professional Certified Marketer (PCM)**

British Marketing Association (AMA)

**REFERENCES**

**Dr. John Mustermann Musterstadt University**

+4912345678

[john.mustermann@email.de](mailto:john.mustermann@email.de)

**Dr. Lara Musterfrau**

**Muster Agency**

+4912345678

[lara.musterfrau@email.de](mailto:lara.musterfrau@email.de)

**Dr. Mark Musterlaut Company Gmbh**

+4912345678

[mark.musterlaut@email.de](mailto:mark.musterlaut@email.de)

06.2008 – 12.2010

Universitaet Musterstadt

**Master´s Degree in Public Relationships – Grade 1.0**

Digital Marketing,

Online PR, Content Marketing and Marketing Technology.

08.2005 – 04.2008

Universitaet Musterstadt

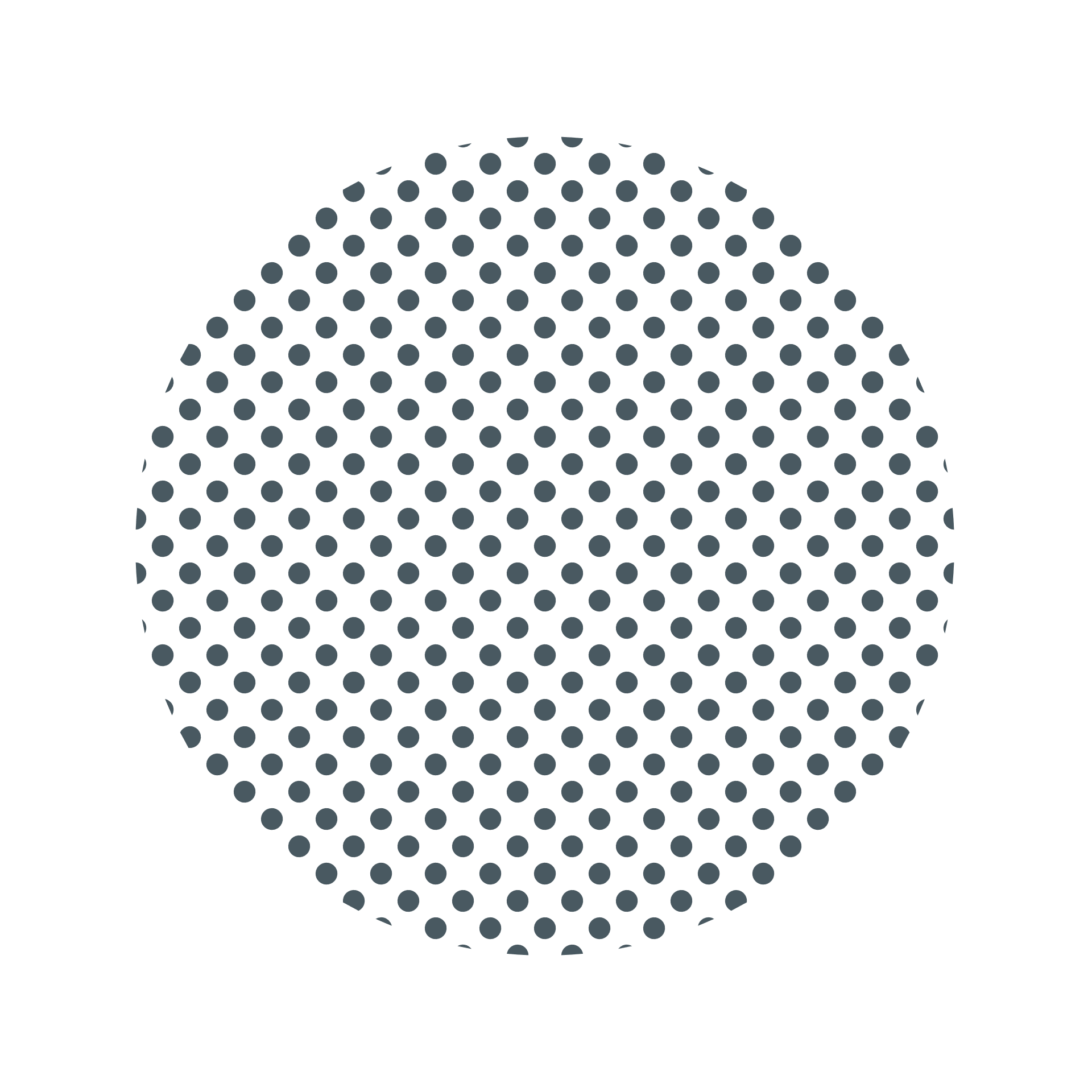
**Bachelor´s Degree in Marketing Management, Consumption and Communication – Grade 1.0**

Digital Marketing,

Online PR, Design Thinking, E-Commerce, Sales Management, Content Marketing and Marketing Technology.

Data-driven digital marketing specialist with 7+ years of experience specializing in inbound marketing. Drives traffic and boosts audience engagement with dynamic marketing strategies and campaigns. Recently increased digital engagement by 50%+ for three businesses in the food and beverage industry.

* Dynamic marketing professional with 4+ years of experience leading successful and impactful marketing campaigns that have resulted in a 15-30% increase in website traffic, brand awareness, qualified leads, open rates, customer retention, and customer engagement.
* Possess knowledge and expertise in market research, CRM systems, and design principles to create visually appealing marketing materials.
* Proven leadership skills evidenced by managing high-performing teams of 5 and working collaboratively with design, sales, and other cross-functional teams.



Graphic Design

Healthcare

Travel

Blogging

Writing

German

Spanish

English

Jira

MS Office

08.2022 – now

**Marketing Manager**

*Muster Agency*

Product/service management, marketing-information management, pricing, distribution.

06.2019 – 08.2022

**Product Manager**

*Company GmbH*

Product/service management, marketing-information management, pricing, distribution, promotion and selling.

09.2015 – 06.2019

**Marketing Manager**

*Muster + Muster GmbH*

Product/service management, marketing-information management, pricing.

08.2013 – 09.2015

**Marketing Manager**

*Muster Agency Gmbh*

Product/service management, marketing-information management, pricing, distribution.

09.2012 – 08.2013

**Marketing Manager Trainee**

*Muster Company GmbH*

Product/service management, marketing-information management, pricing, distribution.

01.2011 – 09.2012

**Account Manager Trainee**

*Muster Company GmbH*

Product/service management, marketing-information management, pricing, distribution.

**WORK EXPERIENCE**

**SKILLS**

**SOFT SKILLS**

Seeking a marketing position where I can apply my creativity and strategic thinking to develop innovative campaigns for business growth. Recent major in the university where I completed two internships, able to use critical thinking and communication skills to attract customers and implement new strategies. Seeking employment as a marketing associate to help an agency´s overall marketing efforts.

**CAREER OBJECTIVE**