ERIKA MUSTERMANN

Marketing Manager

Musterstraße,10
12345 Musterstadt
+4916012345678
e.mustermann@email.de

EDUCATION

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.

REFERENCES

Dr. John Mustermann
Musterstadt University

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Dr. Lara Musterfrau
Muster Agency

+4912345678
lara.musterfrau@email.de

Dr. Mark Musterlaut
Company Gmbh

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mark.musterlaut@email.de

SUMMARY

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.

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)

WORK EXPERIENCE

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.

CAREER OBJECTIVE

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.

SKILLS

MS Office

Jira

English

Spanish

German

SOFT SKILLS

Writing

Blogging

Travel

Healthcare

Graphic Design