

YOUR FULL NAME

Marketing Manager

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PERSONAL STATEMENT

CIM-qualified marketing manager with seven years' experience in B2B and retail marketing. I plan and run multi-channel campaigns, manage budgets of up to £400,000 and lead a team of four. At [Company] I grew marketing-sourced revenue by 35% in two years. I am now looking for a Head of Marketing role in a growing business. (Write 4–5 lines in the first person.)

KEY SKILLS

- Campaign planning and budget management
- Team leadership and coaching
- SEO, PPC and paid social
- Market research and reporting (GA4, Looker Studio)
- CRM and email (HubSpot, Salesforce)
- Stakeholder and agency management

EMPLOYMENT HISTORY

Marketing Manager Jan 2022 – Present
[Company Name], Manchester

- Lead a team of four and an annual budget of £400,000 across digital, events and PR.
- Grew marketing-sourced revenue by 35% in two years by moving spend to account-based campaigns.
- Relunched the website with the product team; organic traffic rose 60% in 12 months.

Senior Marketing Executive Jun 2019 – Dec 2021
[Company Name], Leeds

- Ran 30+ email and paid-social campaigns a year with an average ROI of 4:1.
- Introduced monthly reporting in Looker Studio for the sales and leadership teams.

Marketing Assistant Sep 2017 – May 2019
[Company Name], Leeds

- Organised four trade shows and produced sales collateral for 12 product lines.

EDUCATION

BA (Hons) Marketing, 2:1 — University of [Name] 2014 – 2017
A-levels: Business Studies (A), English Literature (B), Psychology (B) — [School or College] 2014
GCSEs: 9 at grades 9–5, including Maths and English 2012

PROFESSIONAL QUALIFICATIONS

- Chartered Institute of Marketing (CIM) Diploma in Professional Marketing, 2020
- Google Ads Search Certification, 2024

ADDITIONAL INFORMATION

- Full UK driving licence
- Right to work in the UK: [British citizen / settled status / visa type]
- Languages: Spanish (conversational)
- Interests: captain of a local running club; volunteer at a community food bank

REFERENCES

Available on request.