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| **Samantha Reynolds** |
| HEAD OF MARKETING | BRAND STRATEGIST | GROWTH LEADER |
| (415) 555-0198 • samantha.reynolds@email.com • City, ST • linkedin.com/in/samantha-reynolds |
| Dynamic and results-oriented marketing executive with over 15 years of experience driving revenue growth, brand expansion, and customer acquisition for high-growth startups and Fortune 500 companies. Proven leader in building data-driven marketing teams, scaling omnichannel campaigns, and developing go-to-market strategies that deliver measurable business impact. Adept at blending creativity with analytics to fuel customer-centric growth.  CORE COMPETENCIES  Growth Strategy & Demand Generation Brand Development & Storytelling Product Marketing & Launches  Digital Marketing (SEO, SEM, Social) Revenue Operations & Marketing Automation  Team Leadership & Cross-Functional Collaboration  •••  PROFESSIONAL EXPERIENCE  Elevate Technologies  Series D SaaS company | ARR: $180M | Team: 40 marketers  Chief Marketing Officer (CMO)  City, ST | Jan 20XX – Present   * Spearheaded marketing strategy that supported 4x revenue growth over 4 years, contributing directly to a successful $120M Series D raise. * Oversaw brand overhaul that increased brand awareness by 230% and improved Net Promoter Score (NPS) by 31%. * Built and scaled demand generation programs that increased qualified pipeline by 72% year-over-year. * Launched 3 new product lines, driving $35M in incremental ARR within 18 months. * Reduced customer acquisition cost (CAC) by 26% while increasing lead-to-close rates by 19%. * Managed a $15M annual marketing budget, delivering a 5.4x average ROI on spend.   Leading Health Services Provider | Team: 25 marketers  Bravura Health  Vice President of Marketing  Remote | Jul 20XX – Dec 20XX   * Designed and executed the go-to-market strategy that scaled the company from 20k to 450k users. * Led customer acquisition programs that contributed to 230% annual growth over 3 years. * Implemented lifecycle marketing programs that improved user retention by 38% and customer LTV by 45%. * Built content, brand, and performance marketing teams from scratch. * Drove successful product launches, expanding the market footprint into 5 new regions.   Apex Systems  Fortune 500 IT Services Company  Marketing Director  City, ST | Jul 20XX – Jun 20X   * Led national marketing campaigns that contributed to 140% revenue growth in the enterprise segment. * Orchestrated a company-wide rebranding initiative, increasing brand recognition by 65% within 18 months. * Developed lead generation programs resulting in a 58% increase in sales-qualified leads. * Managed a team of 8 marketers across regional markets.   Senior Marketing Manager  City, ST | Jun 20XX – Jun 20XX   * Promoted after exceeding lead generation targets by 45%. * Launched new digital advertising strategies that reduced CPC by 33% and increased qualified leads by 40%. * Implemented the company’s first marketing automation platform, streamlining email nurture campaigns.   Marketing Manager  City, ST | May 20XX – May 20XX   * Transitioned company marketing from traditional to digital-first, including SEO, PPC, and web analytics. * Supported sales enablement with new collateral that increased deal win rates by 12%.     •••  EDUCATION  Resume Genius University – School of Management  Master of Business Administration (MBA)  City, ST | May 20XX – May 20XX  Concentration: Marketing & Strategy  Resume Genius University  Bachelor of Science in Marketing  City, ST | May 20XX – May 20XX  •••  TECHNICAL SKILLS  Marketing Automation: Marketo, HubSpot, Pardot CRM: Salesforce, HubSpot CRM  Analytics: Google Analytics, Tableau, Looker SEO/SEM Tools: SEMrush, Google Ads, Ahrefs  •••  CERTIFICATIONS & PROFESSIONAL DEVELOPMENT  Google Analytics Certified Salesforce CRM Advanced Training HubSpot Inbound Marketing Certified  LinkedIn B2B Marketing Masterclass |