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| Samantha Reynolds  **Head of Marketing | Brand Strategist | Growth Leader** | |
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| 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**  Product Marketing & Launches  Brand Development & Storytelling  Growth Strategy & Demand Generation      Revenue Operations & Marketing Automation  Digital Marketing (SEO, SEM, Social)  Team Leadership & Cross-Functional Collaboration  **PROFESSIONAL EXPERIENCE**  Series D SaaS company | ARR: $180M | Team: 40 marketers  Elevate Technologies  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. * Partnered with Product and Sales to align messaging and improve conversion rates. * Mentored and developed a high-performing marketing team with 7 direct reports and 33 indirect reports.   Apex Systems  Fortune 500 IT Services Company  Marketing Director  City, ST | Jul 20XX – Jun 20XX   * 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  **CERTIFICATIONS & PROFESSIONAL DEVELOPMENT**   |  |  | | --- | --- | | * Google Analytics Certified | * Salesforce CRM Advanced Training | | * HubSpot Inbound Marketing Certified | * LinkedIn B2B Marketing Masterclass |   **TECHNICAL SKILLS**   |  |  | | --- | --- | | * Marketing Automation: Marketo, HubSpot, Pardot | * CRM: Salesforce, HubSpot CRM | | * Analytics: Google Analytics, Tableau, Looker | * SEO/SEM Tools: SEMrush, Google Ads, Ahrefs | | |