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| **Samantha Reynolds**  **Head of Marketing | Brand Strategist | Growth Leader** | | |
| 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. | | (415) 555-0198  samantha.reynolds@email.com  linkedin.com/in/samantha.reynolds  City, ST |
| **Core Competencies**  Digital Marketing (SEO, SEM, Social)  Growth Strategy & Demand Generation  Brand Development & Storytelling  Product Marketing & Launches  Digital Marketing (SEO, SEM, Social)  Customer Acquisition & Retention  Team Leadership & Cross-Functional Collaboration  Revenue Operations & Marketing Automation  **Professional Experience** | | |
| Elevate Technologies  Bravura Health  Apex Systems | 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. * Mentored and developed a high-performing marketing team with 7 direct reports and 33 indirect reports.   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.   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 and Professional Development**   |  |  | | --- | --- | | * Google Analytics Certified | * Salesforce CRM Advanced Training | | * HubSpot Inbound Marketing Certified | * LinkedIn B2B Marketing Masterclass |   **Speaking Engagements**  SaaStr Annual  “Scaling Marketing Teams from 5 to 50”  20XX | | |