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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. |
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| CORE COMPETENCIES  Brand Development & Storytelling  Growth Strategy & Demand Generation    Product Marketing & Launches    Data-Driven Decision Making  Digital Marketing (SEO, SEM, Social)  Customer Acquisition & Retention  Team Leadership & Cross-Functional Collaboration  Revenue Operations & Marketing Automation    PROFESSIONAL EXPERIENCE  Elevate Technologies  City, ST  Series D SaaS company | ARR: $180M | Team: 40 marketers    Jan 20XX – Present  Chief Marketing Officer (CMO)   * 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.   Bravura Health  Remote  Leading Health Services Provider | Team: 25 marketers    Jul 20XX – Dec 20XX  Vice President of Marketing   * 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.   Apex Systems  City, ST  Fortune 500 IT Services Company    Jul 20XX – Jun 20X  Marketing Director   * 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.     Jun 20XX – Jun 20XX  Senior Marketing Manager   * 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.     May 20XX – May 20XX  Marketing Manager   * 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  City, ST  Master of Business Administration (MBA)  May 20XX – May 20XX  Concentration: Marketing & Strategy | Resume Genius University  City, ST  Bachelor of Science in Marketing  May 20XX – May 20XX |     CERTIFICATIONS & PROFESSIONAL DEVELOPMENT   |  |  | | --- | --- | | * Google Analytics Certified * HubSpot Inbound Marketing Certified | * Salesforce CRM Advanced Training * LinkedIn B2B Marketing Masterclass |   TECHNICAL SKILLS  CRM: Salesforce, HubSpot CRM  Marketing Automation: Marketo, HubSpot, Pardot  SEO/SEM Tools: SEMrush, Google Ads, Ahrefs  Analytics: Google Analytics, Tableau, Looker  SPEAKING ENGAGEMENTS    20XX  SaaStr Annual  ”Scaling Marketing Teams from 5 to 50” |

