

# Josephine Hadler

Amherst, MA | (413) 123-4567 | [LinkedIn.com/in/Josephine-Hadler](https://www.linkedin.com/in/Josephine-Hadler) | josiehadler2@gmail.com

## SUMMARY

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Results-driven marketing professional with 6+ years of experience in digital marketing, campaign strategy, and team collaboration. Seeking a challenging marketing management position to leverage my proven expertise in driving revenue growth, leading cross-functional teams, and implementing strategic initiatives. Passionate about using data-driven insights to optimize marketing strategies and contribute to the achievement of company goals.

## EDUCATION

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### University of Massachusetts Amherst Isenberg School of Management

Amherst, MA

*Master of Business Administration (MBA), Candidate, May 20XX*

- Cumulative GPA: 3.98
- Relevant Coursework: Business Intelligence & Analytics; Financial & Managerial Accounting; Project Management; Business Application Development (Python); Project Management

### University of Iowa

Iowa City, IA

*Bachelor of Science in Communications, Candidate, May 20XX*

## EXPERIENCE HIGHLIGHTS

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### Project Management

- Utilized Trello to track progress, allocate resources, and streamline workflows, reducing project cycle time by 15%
- Implemented Agile methodology, resulting in 22% increase in project completion and higher client satisfaction rates

### Marketing and Communications

- Developed and executed comprehensive paid digital marketing campaigns using GoogleAds, resulting in average of 15% increase in lead generation and 25% increase in online engagement
- Conducted market research to identify customer preferences and industry trends to provide strategic, data-backed recommendations for social media marketing initiatives, increasing followers by an average of 10%
- Initiated and managed company blogs by producing high-quality content based on strategic keywords and data from Google Analytics, to drive organic traffic by 30% and increase SEO ranks by 5%

### Leadership and Organizational Management

- Collaborated with cross-functional teams to align departmental goals with company objectives, ensuring a cohesive approach
- Guided and executed routine team meetings, brain storming sessions, and dedicated feedback outlets, leading to a 30% increase in idea exchanging, problem solving, and employee satisfaction

### Data and Information Management

- Designed and maintained data visualization dashboards using tools like Tableau, facilitating real-time monitoring of key performance metrics to present to senior leadership to make strategic decisions
- Analyzed data trends and patterns using SQL and Excel for the automotive industry, providing actionable insights that contributed to 17% increase in customer acquisition and retention rates
- Engineered intricate queries to effectively retrieve and manipulate expansive datasets, yielding remarkable streamlined data processing workflow and 33% reduction in analysis time

## EMPLOYMENT

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### Cloud Services, Inc.

Remote

*Project Manager (January 20XX – November 20XX)*

- Oversaw successful completion of projects with budgets ranging from \$100K to \$1M, consistently surpassing project goals and client expectations attaining top client satisfaction rating in the organization at 95%
- Forged collaborative partnerships with clients to define project scopes, objectives, and deliverables, managing expectations and negotiating scope changes to increase client retention rate by 25%

### State Farm Insurance

Bloomington, IL

*Marketing Analyst (July 20XX – January 20XX)*

- Evaluated ROI analysis on digital marketing campaigns, tracking expenses and measuring revenue generated to provide strategic insights to optimize marketing spend and resource allocation

## SKILLS

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*Computer:* Advanced in SQL, Tableau, Microsoft Excel (V-LOOKUP, Solver, and Pivot Tables), GoogleAds, and Google Analytics

*Project Management:* Advanced in PM Methodologies including Agile, Sprint, and Trello