

Jamie R. Bennett

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linkedin.com/in/jamiebennett-marketing | jamiebennett-analytics.com (Data Portfolio)

Professional Summary

Results-driven Senior Marketing Manager with 5+ years of experience leading data-informed B2B SaaS marketing campaigns, managing \250K+ annual budgets, and increasing qualified lead generation by 40% for high-growth brands. Took a targeted 6-month career break in 2022 to complete a rigorous data analytics certification, mastering Python, SQL, and data visualization tools to enhance campaign performance measurement and strategic decision-making. Leveraged this upskilling to build a portfolio of 3 marketing data analysis case studies that demonstrate how data can optimize campaign spend and improve customer targeting.

Core Competencies

Marketing Leadership	Data Analytics & Visualization
Campaign Strategy & Execution	Python & SQL Programming
Budget Planning & Fiscal Management	Tableau & Power BI
Cross-Functional Stakeholder Collaboration	Google Analytics 4
Lead Generation & Conversion Optimization	Data-Driven Decision-Making

Professional Experience

Senior Marketing Manager

ABC Corp (SaaS B2B) | New York, NY
January 2020 – March 2022

- Led end-to-end strategy for 10 product launch campaigns, driving a 40% increase in qualified lead generation and exceeding 2021 quarterly revenue targets by 22% through targeted audience segmentation and A/B testing.
- Managed a \250K annual marketing budget, optimizing spend across LinkedIn Ads, content marketing, and industry events to reduce customer acquisition cost (CAC) by 18% year-over-year.
- Supervised a team of 4 marketing specialists, implementing weekly performance check-ins and data-driven goal-setting that improved team productivity by 25% and reduced campaign turnaround time by 20%.

Professional Development & Certification

Self-Study (Remote) | New York, NY

April 2022 – October 2022

- Completed the Google Data Analytics Professional Certificate via Coursera, a 6-month intensive program covering Python, SQL, statistical analysis, and data visualization for business use cases.
- Developed 3 hands-on marketing data analysis case studies for the portfolio, including a customer segmentation project that identified high-value audience groups to optimize ad spend, and a campaign performance analysis that recommended a 20% reallocation of budget to top-performing channels.
- Mastered Tableau and Power BI to build interactive dashboards that visualize campaign ROI, CAC, and lead conversion rates, enabling real-time strategic adjustments to marketing initiatives.

Marketing Coordinator

XYZ Inc. (B2B Tech) | New York, NY

June 2017 – December 2019

- Supported the marketing director in executing 6 national B2B campaigns, creating targeted email newsletters and LinkedIn thought leadership content that grew the company's email subscriber list by 35% in 2019.
- Analyzed campaign performance using Google Analytics, preparing weekly performance reports that identified underperforming channels and informed strategic adjustments to improve click-through rates by 28%.
- Coordinated with external graphic designers and copywriters to deliver campaign assets on time and 10% under budget, reducing content turnaround time by 30% through streamlined approval workflows.
- Managed the company's LinkedIn and Twitter accounts, growing follower count by 45% over 18 months through targeted engagement and industry trend sharing.

Education

Bachelor of Science in Marketing

Fordham University | New York, NY

Graduated May 2017

- Relevant Coursework: Digital Marketing Strategy, Consumer Analytics, Marketing Research, Data-Driven Decision-Making
- Dean's List (2015–2017) | Member, American Marketing Association (Fordham Chapter) | Led student marketing campaign for a local non-profit, raising \$12K in donations over 3 months.