

# Alex M. Carter

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## Professional Summary

Results-driven Senior Marketing Manager with 5+ years of experience leading cross-functional campaigns, managing (200K+ budgets, and increasing lead generation by 35% for B2B tech brands. Took a intentional career break from 2022–2024 to provide full-time care for a family member, honing advanced organizational, budget management, and stakeholder communication skills that translate directly to marketing project leadership. Eager to leverage data-driven strategy and collaborative leadership to drive growth for forward-thinking organizations.

## Core Competencies

Campaign Strategy & Execution | Budget Planning & Fiscal Management | Cross-Functional Stakeholder Communication | Data Analytics & Reporting | Project Management | Client Advocacy | Social Media Marketing | Team Leadership

## Professional Experience

### Senior Marketing Manager | ABC Corp | New York, NY

January 2020 – March 2022

- Led end-to-end strategy for 8 B2B product launch campaigns, driving a 35% increase in qualified lead generation and exceeding quarterly revenue targets by 18% in 2021.
- Managed a \$220K annual marketing budget, optimizing spend across digital ads, content creation, and industry events to reduce customer acquisition cost (CAC) by 22%.
- Supervised a team of 3 marketing specialists, implementing weekly check-ins and performance metrics that improved team productivity by 20%.
- Collaborated with sales and product teams to align campaign messaging with customer pain points, resulting in a 40% higher conversion rate for demo requests.

### Family Care & Household Management | Self-Employed | New York, NY

April 2022 – Present

- Managed complex daily schedules for a family member with chronic health needs, coordinating 12+ weekly medical appointments, physical therapy sessions, and prescription refills with 100% on-time adherence.

- Developed and tracked a (60K annual household budget, reducing unnecessary expenses by 15% through strategic vendor negotiations and bulk purchasing while maintaining essential care services.
- Served as the primary liaison between healthcare providers, insurance companies, and home care staff, advocating for personalized care plans and resolving billing discrepancies to save )4,000 in unnecessary medical costs.

## **Marketing Coordinator | XYZ Inc. | New York, NY**

June 2017 – December 2019

- Supported the marketing director in executing 5 national product campaigns, creating social media content, email newsletters, and landing pages that generated 2,000+ new email subscribers in 2019.
- Analyzed campaign performance using Google Analytics and HubSpot, preparing weekly performance reports that informed strategic adjustments to improve click-through rates by 28%.
- Coordinated with external graphic designers and copywriters to deliver campaign assets on time and within budget, reducing turnaround time for content approvals by 30%.
- Managed the company's LinkedIn and Instagram accounts, growing follower count by 45% over 18 months through targeted engagement and industry thought leadership content.

## **Education**

### **Bachelor of business Administration in Marketing**

**New York University** | New York, NY

Graduated May 2017

- Relevant Coursework: Digital Marketing Strategy, Consumer Behavior, Marketing Analytics
- Dean's List (2015–2017) | Member, American Marketing Association (NYU Chapter)

## **Professional Development**

- Completed Marketing Analytics Fundamentals (LinkedIn Learning, 2023) to refresh data analysis skills during career break
- Certified in Google Analytics 4 (2024)