

Jonathan Matthews

Transformational Marketing Leader | Driving Growth & Innovation Across Global Brands

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SUMMARY

Dynamic marketing executive with 15+ years of experience leading global brand strategy, digital transformation, and high-performing teams. Proven record of driving revenue growth, expanding into international markets, and implementing data-driven solutions that improve ROI and reduce costs. Recognized as an innovative leader who aligns marketing with overall business goals to deliver sustainable growth.

EXPERIENCE

GlobalTech Solutions, New York, NY — Chief Marketing Officer

JAN 2019 - PRESENT

Spearheaded global marketing strategy that increased annual revenue by 32% in three years, expanding reach into two new international markets.

Led a team of 65+ across marketing, communications, and digital strategy, building a data-driven culture that improved campaign ROI by 45%.

Oversaw digital transformation initiatives, including implementation of AI-powered analytics, reducing campaign costs by 20%.

BrightWave Media, Chicago, IL — VP of Marketing

MAR 2014 - DEC 2018

Drove brand repositioning campaign that resulted in a 40% increase in customer acquisition.

Managed cross-functional teams of 25+, aligning marketing with sales and product strategy to achieve consistent year-over-year growth.

Introduced performance measurement frameworks that improved reporting accuracy and accountability.

NorthEdge Consulting, Location — Marketing Director

MONTH 20XX - MONTH 20XX

Developed integrated marketing strategies for Fortune 500 clients, achieving measurable growth in brand visibility and market share.

Implemented client engagement strategies that improved retention by 18%.

EDUCATION

Northwestern University, Evanston, IL — MBA, Marketing & Strategy

2007 - 2009

SKILLS

Strategic Planning & Business Development

Executive Leadership & Team Building

Global Market Expansion

Digital Transformation & Data Analytics

Brand Strategy & Corporate Communications

AWARDS

CMO of the Year, Marketing Leaders Association (2021)

Top 50 Marketing Innovators, Forbes Business Review (2020)

LANGUAGES

English — Native
Spanish — Proficient
French — Conversational

PROJECTS

Global Rebrand Initiative — GlobalTech Solutions

Led company-wide rebrand to unify global operations under a single brand identity, improving brand recognition across 12 countries.

Digital Acceleration Program — BrightWave Media

Launched multi-channel digital program leveraging automation and analytics, driving measurable lead generation growth.

