

Jordan Ellis | Senior Marketing Manager | Brand Strategist | Growth Marketing

482 Market Street, Suite 900, San Francisco, California, United States, 94105

📞 (415) 555-0138 • ✉ jordan.ellis@marketingpro.com • 🌐 <https://www.jordanellis.com>

🌐 @jordanellis • 🐦 @jordanellis • 📧 @jordanellis

Basics

- Integrated marketing leader with 8+ years of experience developing and executing data-driven campaigns across digital, social, and traditional channels.
- Proven track record of increasing brand awareness, generating qualified leads, and driving revenue growth for B2B and B2C companies.
- Skilled in building and mentoring high-performing marketing teams, managing budgets up to \$2M, and collaborating with cross-functional stakeholders.
- Adept at leveraging analytics, CRM, and marketing automation tools to optimize performance and inform strategic decisions.

Education

Northwestern University

<https://www.northwestern.edu/>

Master, Integrated Marketing Communications, Score: 3.95

Sep 2016–Jun 2018

- Graduated with distinction and received the Dean's Scholarship for academic excellence.
- Completed capstone project on omnichannel customer journey mapping for a national retail brand.

Courses: Consumer Insight and Analytics, Brand Communication, Digital Marketing Strategy, Marketing Finance, Strategic Communications, Media Planning

University of California, Berkeley

<https://www.berkeley.edu/>

Bachelor, Marketing and Business Administration, Score: 3.8

Aug 2012–May 2016

- Served as Marketing Director for the student business association, growing membership by 30%.
- Completed internship with a local startup, developing social media and content marketing playbooks.

Courses: Principles of Marketing, Consumer Behavior, Business Analytics, Microeconomics, Statistics, Organizational Behavior

Work

Brightwave Digital

<https://www.brightwavedigital.com>

Senior Marketing Manager

Jan 2022–Present

- Lead a team of 6 marketing professionals to plan and execute integrated campaigns for 12+ B2B and B2C clients.
- Developed and managed annual marketing budgets exceeding \$2M, consistently delivering ROI above 300%.
- Spearheaded a brand refresh and website redesign that increased organic traffic by 65% and lead conversion by 28%.
- Implemented marketing automation workflows in HubSpot, reducing manual tasks by 40% and improving lead nurturing.
- Built a reporting framework using Google Analytics, Tableau, and Salesforce to track KPIs and present insights to C-suite.

Keywords: Integrated Marketing, Budget Management, Marketing Automation, Team Leadership, ROI Optimization

Northstar Consumer Goods

<https://www.northstarconsumer.com>

Marketing Manager

Mar 2019–Dec 2021

- Managed product marketing for a portfolio of 15+ consumer packaged goods, generating \$18M in annual revenue.
- Launched 8 new products from concept to market, achieving average first-year sales targets of 115%.
- Led consumer research and segmentation studies to inform positioning, messaging, and media mix.
- Partnered with sales and e-commerce teams to develop promotional calendars and retail activation programs.
- Grew social media following by 120% through influencer partnerships and user-generated content campaigns.

Keywords: Product Marketing, Consumer Research, Go-to-Market, E-commerce, Influencer Marketing

Spark & Co.

<https://www.sparkandco.com>

Marketing Specialist

Jun 2018–Feb 2019

- Executed email marketing campaigns with open rates 22% above industry benchmarks.
- Assisted in the development of content marketing strategy, producing blog posts, whitepapers, and case studies.
- Coordinated trade show and event marketing logistics, generating 500+ qualified leads.
- Analyzed campaign performance and prepared monthly reports for senior management.

Keywords: Email Marketing, Content Marketing, Event Marketing, Analytics

Languages

English: Native or Bilingual Proficiency

Keywords: TOEFL 115, Business Writing

Spanish: Full Professional Proficiency

Keywords: DELE B2

French: Limited Working Proficiency

Keywords: Conversational

Skills

Marketing Strategy: Expert

Keywords: Brand Positioning, Go-to-Market, Competitive Analysis, Customer Segmentation

Digital Marketing: Advanced

Keywords: SEO, SEM, PPC, Email Marketing, Content Marketing

Analytics & CRM: Advanced

Keywords: Google Analytics, HubSpot, Salesforce, Tableau, A/B Testing

Social Media: Expert

Keywords: LinkedIn, Instagram, TikTok, Hootsuite, Sprout Social

Project Management: Advanced

Keywords: Agile, Asana, Jira, Budgeting, Cross-functional

Awards

Marketer of the Year

Brightwave Digital

Nov 2023

Recognized for leading an integrated campaign that increased lead generation by 42% and exceeded revenue targets by 18%.

Excellence in Brand Strategy

Northstar Consumer Goods

Apr 2021

Awarded for successful rebranding initiative across 5 product lines, resulting in a 25% increase in brand recall.

Certificates

Google Analytics Certified Professional

<https://skillshop.exceedlms.com/student/catalog>

Google

Jan 2023

HubSpot Inbound Marketing Certification

<https://academy.hubspot.com/courses/inbound-marketing>

HubSpot Academy

Mar 2022

Certified Digital Marketing Professional

<https://digitalmarketinginstitute.com/certifications>

Digital Marketing Institute

Jul 2021

Publications

Journal of Digital Marketing

<https://www.journalofdigitalmarketing.com/articles/omnichannel-retail>

The Future of Omnichannel Retail Marketing

Sep 2022

- Examines how brands can create seamless customer experiences across online and offline channels.
- Provides a framework for measuring omnichannel campaign effectiveness and attribution.

MarketingProfs

<https://www.marketingprofs.com/articles/data-driven-personalization-b2b>

Data-Driven Personalization in B2B Marketing

Feb 2021

- Explores practical applications of predictive analytics for lead scoring and segmentation.
- Includes a case study on increasing conversion rates through personalized content.

Projects

GreenLeaf Product Launch

<https://www.brightwavedigital.com/case-studies/greenleaf>

Integrated launch campaign for an eco-friendly home care line.

Mar 2023–Sep 2023

- Led a cross-functional team of 8 to plan and execute a multi-channel launch.
- Achieved 150% of first-quarter sales target and a 25% increase in brand awareness.

Keywords: Product Launch, Integrated Campaign, Sustainability

Customer Loyalty Revamp

<https://www.northstarconsumer.com/case-studies/loyalty>

Redesigned loyalty program to improve retention and engagement.

Jun 2020–Nov 2020

- Implemented tiered rewards and personalized offers based on purchase history.
- Increased repeat purchase rate by 18% and member engagement by 32%.

Keywords: Retention, CRM, Personalization

Interests

Professional Development: Marketing Podcasts, Industry Conferences, Case Studies

Outdoor Activities: Hiking, Cycling, Photography

Community: Mentoring, Nonprofit Marketing, Volunteering

Volunteer

San Francisco Food Bank

<https://www.sffoodbank.org/>

Marketing Volunteer

Jan 2019–Dec 2023

- Developed a social media content calendar to raise awareness for hunger relief.
- Helped organize the annual fundraising gala that exceeded the donation goal by 20%.

Girls Who Code

<https://girlswhocode.com/>

Workshop Mentor

Sep 2020–Present

- Mentored high school students in digital marketing and personal branding workshops.
- Coordinated guest speaker sessions with local marketing professionals.