

First Name Last Name
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(Job Title) (Job Req # if provided)

Line of Keywords | Project Management | Digital Marketing | SEO & SEM Strategy | Results Driven

HIGHLIGHT REEL & SUMMARY HYBRID: Marketing Manager

Digital marketing professional with expertise in SEO/SEM, project management, and data-driven campaigns. Combines creativity and analytics to enhance brand presence and deliver measurable results.

KEY ACHIEVEMENTS

- Led multi-channel campaigns with **project management**, boosting audience engagement 38% and overall brand visibility 25% year-over-year.
- Used **Google Analytics** to optimize strategies, improving campaign efficiency 42% and reducing cost per lead 18%.
- Coordinated cross-functional teams via **Agile/Scrum**, shortening delivery timelines 30% and increasing productivity 20%.
- Created marketing assets in **Adobe InDesign**, enhancing visual consistency and increasing content engagement 35%.

COMPETENCIES (specific to you and/or your occupation):

Project Management | SEO | SEM Prioritization and Problem-solving | Research and Analysis | UX Design | Communication (written and verbal) | Adaptability/Flexibility | Critical Thinking

TECHNOLOGY SKILLS:

Digital Marketing: Google Analytics | Hootsuite | HubSpot | Adobe In-Design

Microsoft Programs: Word | Excel | PowerPoint | Access | Outlook | SharePoint

Remote: Zoom | Microsoft Teams | Webex

LICENSES & CERTIFICATIONS

Certified Digital Marketing Professional (CDMP) | Certified ScrumMaster (CSM) | Professional Certified Marketer (PCM®) Digital Marketing | Google Analytics Individual Qualification (GAIQ)

PROFESSIONAL EXPERIENCE

ABC & Associates, Lisle IL

3/2001 – 12/2015

Marketing Manager (11/2010 – 12/2015)

- Quantified Accomplishment relevant to the job posting
- Quantified Accomplishment relevant to the job posting

Graphic Artist (3/2001-11/2010)

- Quantified Accomplishment relevant to the job posting
- Quantified Accomplishment relevant to the job posting

EDUCATION

MS Marketing & Business Administration

Arizona State University | Tempe, AZ

BS Marketing

Michigan State University | Lansing, MI

First Name Last Name
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(Job Title) (Job Req # if provided)

SHRM-CP | Recruiting | Onboarding | Offboarding | Orientation Facilitator | Results Driven

PROFESSIONAL SUMMARY

Human Resources professional with a proven record of improving HR processes, increasing employee engagement by 35%, ensuring 100% compliance with labor regulations, and reducing turnover by 20%. Skilled in talent management, conflict resolution, and project coordination, with strong communication across all levels. Known for integrity, strategic thinking, and consistently exceeding expectations, driving team performance and organizational success.

SKILLS

Ethical Practice | Organizational Planning | Attention to Details | Efficient | Proven Communicator | Project Execution | Process Improvement | Employee Engagement | Compliance | Payroll Administration | Insurance Benefits Administration | Leadership Navigation | Sensitive to Confidentiality | Reliable

TECHNOLOGY

Microsoft Office | Word | Excel | Pivot Tables | Power Point | Google Drive | Paylocity Global Compliance Network | Relias

PROFESSIONAL EXPERIENCE

The Company Naperville, IL

2019 – 2023

Human Resources Manager (4/2021 – 12/2023)

- Quantified accomplishment relevant to job posting
- Quantified accomplishment relevant to job posting

Human Resources Coordinator (6/2019 – 4/2021)

- Quantified accomplishment relevant to job posting
- Quantified accomplishment relevant to job posting

The Company II Naperville, IL

2017 - 2019

Client Care Team Lead

- Accomplishments...

EDUCATION:

SHRM-CP Certified – 5/2024

BS Education

Michigan State University • Lansing, MI

Resume Formatting Tips:

Format DO's

- Font Size: 11 or 12 points
- Font Style: Aptos, Arial, Calibri, Verdana, Helvetica, Tahoma,
- Keep the same Font Size and Style
- Cautiously use italics, lines, and underlines
- Solid Bullet Points
- Bold Headings
- 1" margins
- Resumes: Write in third person. Cover letters: Use first person to tell your story
- Identify keywords and skills and incorporate them into your resume
- Only list information relevant to the position you are applying for.
- Structure each accomplishment using only the Action and Result from the STAR Method
- Most ATS prefer resumes in Word format (doc or .docx) for easier parsing of keywords and formatting. PDFs are accepted but may cause parsing issues if they contain images instead of text.

Format DON'TS

- No Headers or Footers
- No Lines
- No tables, columns, text boxes, decorative lines, pictures, or open/hollow bullet points.
- No accreditations after name
- No Templates
- No keyword stuffing.
- Do not use an AI-only written resume. Must add details and edit language appropriately.
- Keep your resume to two pages maximum
- Limit listed experience to the past 15 years

PROFESSIONAL DEVELOPMENT

If you are in training or have recently completed training, please see examples below.

ABC Learning Provider Lombard, IL	Anticipated completion date here
<i>Currently enrolled</i> in Agile ScrumMaster Training	

ABC Learning Provider Lombard, IL	Anticipated certification date here
<i>Completed</i> Agile ScrumMaster Training	

ABC Learning Provider Lombard, IL	Certification Date Here
<i>Certified</i> Agile ScrumMaster (CSM)	

HIGHLIGHT REEL & PROFESSIONAL SUMMARY:

Highlight Reel Examples (Bulleted Achievement Style): A highlight reel uses specific, quantifiable achievements to immediately demonstrate your value. This is often preferred by modern recruiters for its scan ability.

Operations Manager KEY ACHIEVEMENTS

- **Improved Efficiency:** Introduced new project management software that enhanced team collaboration and reduced project delivery time by **10%**.
- **Ensured Compliance:** Oversaw transition to new compliance standards (ISO 9001), achieving certification **1 month** ahead of schedule.
- **Managed Budget:** Successfully managed **5** simultaneous projects from initiation to completion, each under a **\$200K** budget.

Professional Summary Examples (Paragraph Style): Concise career summary showcasing [X] years of experience, measurable achievements (e.g., boosted revenue by X%, improved efficiency by X%), and key skills. Highlight how your expertise adds value and aligns with your next career goals.

Experienced Marketing Manager

Dynamic and results-driven Marketing Manager with 8+ years of experience developing and executing comprehensive digital strategies. Proven expertise in SEO, PPC, and content marketing, resulting in measurable lead generation and brand growth. Strong leader with a track record of building and mentoring high-performing teams, and eager to leverage digital expertise to drive market expansion for a forward-thinking tech company.

Hybrid Approach Example: Some candidates combine a brief summary statement with a highlight reel for maximum impact:

Finance Manager

Highly analytical Finance Manager with 7 years of experience in budgeting, forecasting, and financial modeling. Proven track record of strategic planning and cost reduction.

KEY ACHIEVEMENTS

- **Identified** and implemented cost-saving initiatives totaling \$450K annually across departmental budgets.
- **Developed** complex forecasting models that improved accuracy by 95%, leading to better resource allocation.
- **Managed** quarterly financial audits, ensuring 100% compliance and zero penalties.