

Lisa Pilmoor

Florida • 123-5456-7890 • lisapilmoornyc20@gmail.com • linkedin.com/in/lisa-pilmoor-nyc

Senior Marketing Manager

7+ years of social marketing experience, driving customer growth and engagement in digital, B2B, and content marketing campaigns. Increased brand awareness by 25%, website traffic by 40%, customer acquisition by 25%, customer lifetime value by 40%, and sales revenue by \$2M in 6 months. Led campaign strategies, resulting in a 45% increase in lead conversion.

SKILLS

- | | | |
|----------------------------|----------------------------|-------------------------|
| • Advertising | • Email Marketing | • Paid Digital Channels |
| • B2B Marketing | • Events Management | • Partner Management |
| • B2C Relations Management | • Google Analytics | • PPC |
| • Content Marketing | • Marketing Technology | • Problem Solving |
| • Customer Acquisition | • Martech Tools | • Product Marketing |
| • Customer Lifetime Value | • Media Campaigns | • Project Management |
| • Data Analysis | • Media Strategy | • SEO Strategy |
| • Digital Advertising | • New Business Development | • Social Marketing |

WORK EXPERIENCE

WeWork • 03/2022 - Present

Senior Marketing Manager

- Led the analysis of over 75 marketing campaigns, uncovering actionable insights that led to a 25% increase in customer acquisition and a 40% growth in customer lifetime value year-over-year.
- Developed and executed a localized content strategy that generated a 25% increase in lead generation within 3 months by aligning messaging with customer needs.
- Increased customer acquisition by 7% within 6 months by leveraging data analysis to optimize marketing strategies and enhance vendor relationships.

NVIDIA • 03/2020 - 03/2022

Marketing Manager

- Managed a comprehensive cross-functional marketing campaign for a new product launch, overseeing a team of 10 professionals, coordinating promotional activities, and executing digital marketing strategies across multiple channels. The campaign resulted in a 30% increase in brand awareness, generating \$500,000 in sales revenue within Q1.
- Improved long and short form YouTube strategy resulting in a 15% increase in channel views month over month through a better, SEO-targeting media strategy.

White Lotus Resort • 03/2012 - 03/2020

Marketing Manager

- Boosted digital advertising revenue by 6% within 9 months by leveraging strategic B2B and B2C relationships, enhancing client engagement.
- Developed a comprehensive B2B/B2C digital advertising strategy, driving a 300% revenue increase within 6 months by optimizing targeted campaigns.

- Created a comprehensive digital marketing strategy that significantly improved online visibility, resulting in a measurable increase in customer engagement.

EDUCATION

Master of Arts - MA in Marketing Management in Marketing Management

Georgia Institute of Technology Scheller College of Business • Atlanta, Georgia

Bachelor of Science - BS in Communications in Communications

Columbia University in the City of New York • New York City, New York

CERTIFICATIONS

HubSpot Inbound Marketing Certification • 05/2023 - 05/2024

Hubspot