

Jennifer Parker

Experienced Marketing Manager

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Results-driven marketer with over five years of increasingly responsible experience leading marketing efforts for multimillion-dollar companies across diverse industries. Highly adept at developing and implementing effective business development strategies. Proven ability to increase revenue, profitability and brand awareness. Familiar with all aspects of program and strategic campaign management, including budgeting, forecasting, promotions, partner development, and training. Outstanding presentation and communication skills.

SKILLS

Professional: Communications | Social Media | Video Production | Campaign Management | Content Media Relations | Strategic Planning | Budget Management | Post-production | ROI Tracking | Online Analytics

Technical: Content Management | SEO | Marketing Automation | AdWords | Google Analytics | Trello Figma | Notion | Canva | Meta Business Suite | Adwords | HubSpot | Zapier | Cap Cut | Lead Generation

WORK EXPERIENCE

Senior Marketing Manager

2023 – Present

Comet Technologies | Scottsdale

Overall marketing accountability for events and certification products, with total yearly revenue goal of \$3.5 million.

- Developed and implemented robust business restructuring for agents, including introduction of business plans, marketing campaigns, sales coaching, and performance metrics
- Developed and launched integrated, multi-channel print, web, direct marketing, PR, and social media campaigns that increased year-on-year event attendance and revenue by 20%.
- Led content strategy efforts for customer acquisition and nurturing campaigns, resulting in sales leads of over \$1 million in new business.
- Implemented tracking system for effective performance analysis of campaign efficiency.

Marketing Project Manager

2019 – 2023

Ajax Software Solutions | Phoenix

Responsible for development and management of all online marketing, including budget, creative and technical execution, content development, timelines, production and delivery.

- Increased subscriber base by 90% by developing and implementing successful marketing strategies.
- Displayed excellent professional skills and exceptional accuracy and efficiency, resulting in sales growth of other services by 35%.
- Oversaw website redesign and SEO optimization for Sunshine Program, resulting in a 20%+ increase in direct traffic and 5% monthly increase in MQL.
- Handled community and public relations, internal communications, events, promotions, development of marketing plans and offers, and evaluation and analysis.

EDUCATION

Bachelor's Degree in Marketing

University of Arizona | Tucson

President, *Marketing Leaders of America*
Managing Editor, *Arizona Daily Wildcat*
Organizing Chair, *Fall Festival; Midsummer Ball; Spring Gala*