

First Last Name

Email youremail@email.com
Location City, State

Phone (123) 456-7890
LinkedIn linkedin.com/in/yourname

Professional Summary

Dynamic and detail-oriented CRM Specialist with experience in email marketing, campaign management, and customer segmentation. Skilled in leveraging CRM platforms to optimize engagement and ROI. Adept at analyzing campaign metrics and implementing data-driven strategies.

Core Skills

- Email Campaign Management
- Marketing Automation
- CRM Platforms (e.g., Salesforce, HubSpot)
- Segmentation & Targeting
- HTML & Responsive Email Design
- A/B Testing
- Analytics & Reporting
- Deliverability & Compliance

Professional Experience

Job Title â€“ Company Name

Month YYYY â€“ Present | City, State

- Plan, execute, and analyze email marketing campaigns to support customer engagement and sales initiatives.
- Segment audiences based on behavior and demographics for targeted messaging.
- Monitor campaign performance and implement optimizations to improve KPIs including open, click, and conversion rates.

Job Title â€“ Company Name

Month YYYY â€“ Month YYYY | City, State

- Managed marketing automation workflows and maintained CRM data hygiene.
- Collaborated with creative teams to develop engaging email templates.
- Conducted A/B testing on subject lines and content to improve engagement.

Education

Degree, Major

Institution Name â€“ Graduation Year

Certifications

- Example Certification Name â€“ Issuing Organization (Year)
- Another Relevant Certification (Year)

