



Olivia
Carter

Contact

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About Me

I am a marketing manager with 14 years of experience developing and executing integrated marketing campaigns that increase brand visibility, generate qualified leads and drive measurable revenue growth. I have a proven record in digital strategy, campaign planning, SEO, content marketing, paid digital advertising and marketing analytics, and I work

Skills

- Digital Marketing
- Campaign Management
- SEO
- Social Media
- Marketing Analytics
- Brand Development
- Email Marketing
- Marketing Automation

Education

- Bachelor of Business Administration (Marketing)**
University of Texas 2012
- Certifications: Google Digital Marketing & E-commerce Certificate; Hub**

Experience

- Senior Marketing Manager** 2022 - Present
Horizon Digital Media
Lead integrated marketing campaigns across digital and traditional channels, managing a team of eight marketing specialists.
- Marketing Manager** 2019 - 2022
BrightWave Marketing Group
Developed multi-channel campaigns for technology and e-commerce clients, including paid media, email automation and content strategy.
- Digital Marketing Manager** 2017 - 2019
Apex Commerce Solutions
Led SEO and content marketing initiatives that increased organic traffic by 60% and improved keyword rankings for priority product categories.
- Marketing Specialist** 2015 - 2017
Summit Brand Agency
Supported planning and execution of client marketing campaigns across digital and offline channels.
- Marketing Coordinator** 2013 - 2015
Meridian Consumer Products
Coordinated events, promotional activities and product launches. Managed marketing databases and CRM records, and prepared regular campaign performance reports for management review.
- Marketing Intern** 2012 - 2013
Nova Creative Marketing
Assisted with social media content creation, competitor research and campaign preparation. Contributed to marketing presentations and supported tracking of campaign results.

References

Daniel Morgan

Director of Marketing / Horizon Digital Media

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Rachel Kim

VP Marketing / BrightWave Marketing Group

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Experience Details

● Senior Marketing Manager

2022 - Present

Horizon Digital Media

Lead integrated marketing campaigns across digital and traditional channels, managing a team of eight marketing specialists. Planned and executed paid digital advertising and content initiatives that increased online lead generation by 35%. Implemented performance dashboards and ROI tracking to optimize spend and improve campaign efficiency.

● Marketing Manager

2019 - 2022

BrightWave Marketing Group

Developed multi-channel campaigns for technology and e-commerce clients, including paid media, email automation and content strategy. Improved campaign ROI through data-driven segmentation, A/B testing and attribution analysis. Managed annual marketing budgets exceeding \$2M and oversaw vendor relationships.

● Digital Marketing Manager

2017 - 2019

Apex Commerce Solutions

Led SEO and content marketing initiatives that increased organic traffic by 60% and improved keyword rankings for priority product categories. Managed social media strategy and paid social campaigns to support acquisition objectives. Built performance dashboards to track KPIs and inform ongoing optimisation of creative and media spend.

● Marketing Specialist

2015 - 2017

Summit Brand Agency

Supported planning and execution of client marketing campaigns across digital and offline channels. Produced marketing collateral, managed email campaigns within CRM platforms, and developed content calendars. Collaborated with design and sales teams to refine brand messaging and sales enablement materials.

● Marketing Coordinator

2013 - 2015

Meridian Consumer Products

Coordinated events, promotional activities and product launches. Managed marketing databases and CRM records, and prepared regular campaign performance reports for management review. Supported vendor coordination and local market activations.

● Marketing Intern

2012 - 2013

Nova Creative Marketing

Assisted with social media content creation, competitor research and campaign preparation. Contributed to marketing presentations and supported tracking of campaign results.