LUCA DUBOIS

luca.dubois90@example.com • +1 303 555 0142 • linkedin.com/in/luca-dubois • Denver, CO, United States

SUMMARY OF QUALIFICATIONS

- Marketer who plans campaigns around clear goals and reports honestly on results.
- Experience across 3 employers, most recently as Marketing Manager at Greenleaf Marketing.
- Comfortable across email, social and events.
- Known for clear communication with colleagues and for following work through to the end.

EDUCATION

University of Leeds — **Leeds**
BA Marketing — *2015*

PROFESSIONAL EXPERIENCE

Greenleaf Marketing — **Denver, CO**
Marketing Manager — *Oct 2023 – Present*

- Organised a customer webinar series with over 600 sign-ups.
- Briefed and managed two freelance designers.
- Managed a small paid-social budget and cut cost per lead by a fifth.
- Ran three trade-show stands, from booking to follow-up.

Greenleaf Marketing — **Denver, CO**
Marketing Executive — *Apr 2020 – Sept 2023*

- Reported monthly on channel performance to the leadership team.
- Kept brand guidelines up to date and checked campaign assets against them.
- Ran A/B tests on landing pages and email subject lines.
- Planned and delivered weekly campaigns across email and social channels.

Brightline Agency — **Denver, CO**
Marketing Assistant — *Dec 2016 – Mar 2020*

- Planned the annual content calendar with sales and product.
- Wrote product pages and case studies with the sales team.
- Built the monthly marketing report from web and CRM data.

INITIATIVES

Brand refresh

- Planned and delivered it alongside day-to-day work, with a written plan and agreed success measures.
- Shared the results with the wider team and kept the documentation up to date.

Customer story series

- Planned and delivered it alongside day-to-day work, with a written plan and agreed success measures.
- Shared the results with the wider team and kept the documentation up to date.

RESEARCH & PUBLICATIONS

Lessons from incident reviews — **2022**

- Short paper shared internally and at a local meetup.

TECHNICAL SKILLS

General: Microsoft Office, Canva, HubSpot, Google Analytics
Languages: English (Fluent), German (B2)

CERTIFICATIONS

- Google Analytics Certification
- CIM Certificate in Professional Marketing

EXTRA-CURRICULAR ACTIVITIES

- Mentor for a school careers programme, helping students with CVs and mock interviews.
- Treasurer of a local sports club, keeping the accounts and membership list.
- Organiser of a monthly running club with around 30 members.

REFERENCE

Sanjay Ibrahim
Engineering Manager, Greenleaf Marketing
Contact: sanjay@example.com