ROSA FISCHER

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SUMMARY OF QUALIFICATIONS

- Marketer who plans campaigns around clear goals and reports honestly on results.
- Experience across 2 employers, most recently as Marketing Manager at Northwind Retail.
- Comfortable across email, social and events.
- Known for clear communication with colleagues and for following work through to the end.

EDUCATION

University of Lisbon — **Lisbon**
BA Marketing — *2022*

PROFESSIONAL EXPERIENCE

Northwind Retail — **Sydney, NSW**
Marketing Manager — *Jul 2025 – Present*

- Organised a customer webinar series with over 600 sign-ups.
- Planned and delivered weekly campaigns across email and social channels.
- Wrote product pages and case studies with the sales team.
- Built the monthly marketing report from web and CRM data.
- Planned the annual content calendar with sales and product.

Brightline Agency — **Sydney, NSW**
Marketing Executive — *Jun 2024 – Jul 2025*

- Reported monthly on channel performance to the leadership team.
- Kept brand guidelines up to date and checked campaign assets against them.
- Ran three trade-show stands, from booking to follow-up.
- Managed a small paid-social budget and cut cost per lead by a fifth.

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

Notes on data contracts — **2026**

- Short paper shared internally and at a local meetup.

TECHNICAL SKILLS

General: Microsoft Office, Canva, HubSpot, Google Analytics
Languages: English (Native), Spanish (Conversational)

CERTIFICATIONS

- Google Analytics Certification
- CIM Certificate in Professional Marketing

EXTRA-CURRICULAR ACTIVITIES

- Member of a community choir.
- Treasurer of a local sports club, keeping the accounts and membership list.

REFERENCE

Olivia Ibrahim
Engineering Manager, Brightline Agency
Contact: olivia@example.com