SANJAY ROSSI

sanjay.rossi13@example.com • +44 113 496 0239 • linkedin.com/in/sanjay-rossi • Leeds, United Kingdom

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 Brightline Agency.
- Comfortable across email, social and events.
- Known for clear communication with colleagues and for following work through to the end.

EDUCATION

Sheffield Hallam University — **Sheffield**
BA Marketing — *2016*

PROFESSIONAL EXPERIENCE

Brightline Agency — **Leeds**
Marketing Manager — *Nov 2023 – Present*

- Kept brand guidelines up to date and checked campaign assets against them.
- Planned the annual content calendar with sales and product.
- Wrote product pages and case studies with the sales team.
- Grew the newsletter list from 4,000 to 11,000 subscribers in a year.

Brightline Agency — **Leeds**
Marketing Executive — *Feb 2021 – Sept 2023*

- Ran three trade-show stands, from booking to follow-up.
- Briefed and managed two freelance designers.
- Built the monthly marketing report from web and CRM data.
- Managed a small paid-social budget and cut cost per lead by a fifth.

Northwind Retail — **Leeds**
Marketing Assistant — *Sept 2017 – Dec 2020*

- Ran A/B tests on landing pages and email subject lines.
- Organised a customer webinar series with over 600 sign-ups.
- Planned and delivered weekly campaigns across email and social channels.

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 — **2023**

- 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

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

REFERENCE

Vera Sato
Engineering Manager, Brightline Agency
Contact: vera@example.com