ETHAN HADDAD

ethan.haddad84@example.com • +61 2 5550 0894 • linkedin.com/in/ethan-haddad • Sydney, NSW, Australia

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

University of Lisbon — **Lisbon**
BA Marketing — *2017*

PROFESSIONAL EXPERIENCE

Brightline Agency — **Sydney, NSW**
Marketing Manager — *Jan 2024 – Present*

- Grew the newsletter list from 4,000 to 11,000 subscribers in a year.
- Briefed and managed two freelance designers.
- Ran A/B tests on landing pages and email subject lines.
- Managed a small paid-social budget and cut cost per lead by a fifth.
- Kept brand guidelines up to date and checked campaign assets against them.

Greenleaf Marketing — **Sydney, NSW**
Marketing Executive — *Feb 2021 – Jan 2024*

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

Greenleaf Marketing — **Sydney, NSW**
Marketing Assistant — *Aug 2018 – Jan 2021*

- Planned the annual content calendar with sales and product.
- Reported monthly on channel performance to the leadership team.
- Ran three trade-show stands, from booking to follow-up.

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

A case study of data contracts — **2023**

- 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.
- Mentor for a school careers programme, helping students with CVs and mock interviews.
- Volunteer at a local food bank twice a month.

REFERENCE

Callum Andersen
HR Director, Greenleaf Marketing
Contact: callum@example.com