

# JAMES CLARK

**Direct Marketing Manager** 

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- Los Angeles
- www.qwikresume.com



Social Media Marketina

**Content Creation** 

Lead Generation

**Customer Segmentation** 

**Brand Development** 



**DIY Projects** 

Crafting

Meditation

Mistory

## **STRENGTHS**

Humility

Innovation

Insightfulness

✓ Integrity

# **LANGUAGES**





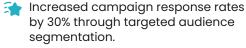


English

Italian

Russian

# **ACHIEVEMENTS**



Developed a multi-channel marketing strategy that boosted revenue by 25% year-over-year.

# 🔼 PROFESSIONAL SUMMARY

Dynamic Direct Marketing Manager skilled in leveraging data analytics to create impactful marketina strategies. Successfully led multi-channel campaigns that boosted customer acquisition by 30% and enhanced brand loyalty.

### WORK EXPERIENCE

#### Direct Marketing Manager

Maple Leaf Consulting

## Feb / 2021-Ongoing

Toronto, ON

- 1. Developed and executed direct marketing campaigns, increasing lead generation by 35% within six months.
- Managed a \$500K annual budget, optimizing spend to achieve a 20% reduction in cost per acquisition.
- 3. Implemented A/B testing strategies, improving email open rates by 25% and click-through rates by 15%.
- 4. Led a team of 5 marketing professionals, enhancing collaboration and achieving project deadlines 30% faster.
- 5. Analyzed customer data to segment audiences, resulting in a 40% increase in targeted campaign effectiveness.
- 6. Coordinated multi-channel marketing efforts, boosting overall campaign ROI by 50% year-over-year.
- 7. Developed and maintained relationships with key stakeholders, enhancing brand visibility and partnership opportunities.

#### Direct Marketing Manager

## Feb / 2020-Feb / 2021

Silver Lake Enterprises

**耳** Seattle, WA

- 1. Achieved a 40% increase in webinar participation by optimizing content and targeting strategies.
- 2. Revitalized underperforming marketing platforms through data-driven content personalization.
- 3. Led the development of a predictive analytics model to enhance targeting precision for campaigns.
- 4. Refined marketing approaches based on comprehensive analysis of customer demographics.
- 5. Directed strategic marketing initiatives to elevate brand visibility and attract new customers.

### EDUCATION

Bachelor of Science in Marketing

feb / 2019-Feb / 2020

University of California

**耳** Denver, CO

Focused on digital marketing strategies, consumer behavior, and data analytics.

