


# John Doe

## Event Marketing Specialist

Results-driven Event Marketing Specialist with 5+ years of experience in developing and executing multi-channel event marketing campaigns to drive brand awareness and engagement. Proven track record of success in managing teams, analyzing event metrics, and providing data-driven insights to optimize future event marketing campaigns.

 john.doe@email.com

 123-456-7890

 New York, USA

 johndoe.com

 linkedin.com/in/johndoe

 johndoe.com

## Experience

### Event Marketing Specialist

Jan 2020 - Present

#### EventPro

New York, USA

Develop and execute multi-channel event marketing campaigns to drive brand awareness and engagement

- Managed a team of 5 to plan and execute 15+ events annually, resulting in a 25% increase in event attendance and a 30% increase in sales leads
- Created and implemented event marketing strategies across social media, email, and content marketing channels, resulting in a 50% increase in social media engagement and a 20% increase in email open rates
- Collaborated with cross-functional teams to develop and launch new event formats, resulting in a 40% increase in customer satisfaction and a 25% increase in revenue
- Analyzed event metrics and provided data-driven insights to optimize future event marketing campaigns, resulting in a 15% reduction in event costs and a 20% increase in ROI

### Marketing Coordinator

Jun 2018 - Dec 2019

#### MarketingHub

Chicago, USA

Assisted in the planning and execution of marketing campaigns and events to support business growth

- Coordinated logistics for 10+ events annually, including venue selection, catering, and audio-visual equipment, resulting in a 95% customer satisfaction rate
- Developed and implemented social media campaigns to promote events and increase brand awareness, resulting in a 200% increase in social media followers and a 50% increase in engagement
- Created and distributed marketing materials, including flyers, brochures, and email invitations, resulting in a 25% increase in event attendance and a 15% increase in sales leads
- Tracked and analyzed event metrics to provide insights and recommendations for future marketing campaigns, resulting in a 10% reduction in event costs and a 15% increase in ROI

## Projects

### Event Marketing Automation Project

Mar 2020 - Jun 2020

#### Project Lead

Developed and implemented an event marketing automation platform to streamline event planning and execution

Marketo

Salesforce

Excel

## Skills

Event Marketing

Marketing Automation

Social Media Marketing

Project Management

Data Analysis

Team Management

Content Creation

Email Marketing

## Education

### Bachelor of Science

2014 - 2018

University of Illinois

Champaign, USA

Marketing

3.5/4.0

## Languages

English

Native

Spanish

Fluent

## Certificates

### Certified Event Planner (CEP)

2020

International Live Events Association (ILEA)

Certification in event planning and execution

## Social Media Event Promotion Project

Sep 2019 - Dec 2019

Team Member

Created and executed a social media event promotion campaign to increase event attendance and engagement

Hootsuite

Facebook Ads

Twitter Ads

## Certified Marketing Professional (CMP)

2019

American Marketing Association (AMA)

Certification in marketing principles and practices