



# Daniel Brooks

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## SUMMARY

Results-driven Digital Marketing Project Manager with over three years of experience leading impactful marketing initiatives in dynamic environments. Expertise includes managing customer engagement strategies and executing digital campaigns that resonate with target audiences. Proficient in creating detailed project plans, coordinating cross-functional teams, and delivering projects on time. Demonstrated experience with CRM platforms, email marketing, and campaign optimization. Strong communication skills foster collaborative teamwork while guiding workflows for improved efficiency. A passion for leveraging data to enhance marketing effectiveness fuels drive toward exceeding business objectives.

## EXPERIENCE

### Digital Marketing Project Manager

Marketing Innovations Inc. November 2023 - Present Remote

Lead multiple marketing projects from concept to execution, ensuring strategic alignment and timely delivery of campaigns. Collaborate across teams to meet customer engagement goals and enhance overall user experiences through data-driven decisions. Manage detailed project plans, including timelines and milestones to fulfill deliverables while addressing risks promptly.

- Oversee daily execution for diverse digital marketing projects, delivering strategic outcomes that increase brand awareness.
- Foster partnerships with internal teams and external vendors to align resources and streamline marketing efforts.
- Translate technical requirements into clear briefs to optimize deployment across various digital platforms.
- Continuously analyze campaign performance and leverage insights to support improvements and maximize audience engagement.

### Project Coordinator

Bright Creative Agency June 2021 - October 2023 Remote

Coordinated and supported numerous marketing projects, including social media campaigns and product launches. Maintained documentation and facilitated communications among stakeholders, ensuring transparency and effective collaboration. Developed process improvements that enhanced team efficiency and promoted a culture of continuous learning and adaptation.

- Facilitated stakeholder meetings and follow-up actions, maintaining momentum in project development.
- Enhanced communication strategies, resulting in smoother project transitions and faster decision-making.
- Implemented standardized project tracking processes, significantly reducing timelines for project completion.
- Conducted regular updates and feedback sessions to evaluate ongoing projects against set KPIs.

### Marketing Intern

Tech Solutions LLC May 2020 - May 2021 Chicago, IL

Assisted in the planning and execution of marketing campaigns aimed at improving customer retention and acquisition. Supported analytics initiatives by compiling data and generating reports on customer behavior. Contributed creative ideas during brainstorming sessions that added significant value to the overarching marketing strategy.

- Helped develop engaging content for email campaigns that increased open rates and conversions.
- Contributed to identifying customer segments based on data analysis, informing targeted marketing initiatives.
- Participated in weekly project reviews, ensuring all tasks aligned with established marketing goals.
- Maintained comprehensive records of marketing activities and outcomes to inform future strategies.

## PROJECTS

### Customer Engagement Optimization January 2025

Developed a comprehensive strategy to enhance customer engagement through personalized email campaigns. Utilized customer data analytics to drive decision-making and align promotional tactics with consumer preferences.

### Digital Campaign Launch March 2026

Oversaw a multifaceted digital marketing campaign launch focused on improving brand visibility and driving traffic. Coordinated efforts across teams, ensuring all elements adhered to project timelines and standards.

## LEADERSHIP & AWARDS

- Recognized as Employee of the Month for exceptional contributions to a high-impact product launch in December 2024.

- Awarded Best Team Player title at Bright Creative Agency for outstanding collaboration and peer support in Q2 2023.

## EDUCATION

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### Bachelor's Degree in Business Administration

University of Illinois Chicago 🎓 GPA: 3.8 📅 2024 📍 Chicago, IL

*Coursework: Marketing Strategy, Consumer Behavior, Project Management, Data Analysis*

## CERTIFICATIONS

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- Project Management Professional (PMP) 📅 2023
- Certified Digital Marketing Professional (CDMP) 📅 2024

## TECHNICAL SKILLS

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- **Project Management Tools:** Asana, Trello, JIRA
- **Marketing Automation:** HubSpot, Marketo, Mailchimp
- **Analytics Tools:** Google Analytics, SEMrush, Crazy Egg
- **CRM Software:** Salesforce, Zoho CRM, Microsoft Dynamics
- **Communication Tools:** Slack, Microsoft Teams, Zoom
- **Design Tools:** Adobe Photoshop, Canva, Figma
- **Social Media Platforms:** Facebook, LinkedIn, Twitter
- **SEO Tools:** Moz, Ahrefs, Yoast
- **Content Management Systems:** WordPress, Wix, Joomla
- **Email Marketing Tools:** Constant Contact, ActiveCampaign, Drip

## SKILLS

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- Project Management
- User Experience
- Stakeholder Communication
- Content Development
- Email Marketing
- Team Collaboration
- Process Improvement
- Performance Analytics
- CRM Platforms
- Campaign Monitoring
- Digital Platforms
- Communication Skills
- Data Analysis
- Risk Management
- Strategic Planning

## PROFESSIONAL AFFILIATIONS

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- Active member of the American Marketing Association (AMA), contributing insights during local chapter events.
- Volunteer Coordinator for Nonprofit Marketing Initiative, working on campaigns that drive community engagement.

## LANGUAGES

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- English (Native)
- Spanish (Intermediate)

## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

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AVAILABLE ON REQUEST