

# Ethan Carter

## Marketing Manager

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### SUMMARY

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Passionate marketing professional emphasizing digital strategies, brand development, and targeted campaign execution. Skilled in building integrated campaigns that engage users, enhance brand visibility, and support business growth. Experienced collaborating with teams to launch impactful initiatives while maintaining an organizational mindset. An analytical perspective ensures optimized strategies reflecting customer behavior and trends for sustained performance improvement. Eagerly looking forward to contributing creativity and strategic guidance to drive results at Northbridge Health Solutions.

### EXPERIENCE

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#### Senior Marketing Associate

Global Solutions Inc. 📅 January 2025 - Present 📍 Remote

Focused on leading comprehensive marketing strategies that leverage multi-channel communication. Established partnerships across departments to enhance brand awareness and align messaging. Developed community engagement plans that improved interaction and consumer interest while tracking KPIs for performance optimization.

- Designed and executed campaigns utilizing social media, web, and CRM tools to maximize reach and effectiveness.
- Collaborated with sales and product teams to streamline promotional efforts and introduce new service offerings.
- Analyzed data from various channels to pinpoint areas for improvement and adjust tactics accordingly.
- Managed relationships with creative partners, ensuring timely delivery of campaigns aligned with brand voice.

#### Marketing Coordinator

Innovative Health Co. 📅 March 2023 - December 2024 📍 Riverton, IL

Reinforced branding and positioning through innovative marketing solutions and teamwork. Proactively assisted in launching full-scale campaigns while applying critical assessments based on campaign success post-review.

- Supported development and tracking of marketing materials across multiple platforms, prioritizing consistency and quality.
- Mediated communication between departments for smooth execution of cross-functional projects.
- Conducted thorough market research to detect emerging trends and competitive advantages.
- Prepared insightful reports detailing campaign performances backed by substantial analytical findings.

#### Intern

MarketReach Agency 📅 June 2022 - February 2023 📍 Riverton, IL

Engaged in hands-on experience supporting the marketing team through diverse projects and initiatives. Contributed fresh ideas that enriched graphic elements and messaging content, resulting in memorable consumer connections.

- Assisted in crafting blog posts and social media updates that resonated with target audiences.
- Learned analytics methods for measuring campaign impact and reporting insights.
- Built a foundational understanding of project management tools aiding planning and execution.
- Participated in brainstorming sessions, presenting concepts that enhanced project deliverables.

### PROJECTS

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#### Digital Engagement Campaign 📅 January 2026

Developed a dynamic digital engagement campaign that encompassed email marketing, organic social media, and SEM. This initiative fostered increased audience interaction and elevated brand presence through strategic messaging and visual appeal.

#### Brand Reinforcement Strategy 📅 July 2025

Led a project focused on reinforcing troop logistics branding through updated digital assets and consistent messaging across channels. Results showed marked improvements in public recognition and sealed B2B partnerships via tailored outreach efforts.

### LEADERSHIP & AWARDS

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- October 2024
- April 2023

### EDUCATION

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#### Master's Degree in Marketing

University of Illinois 🎓 GPA: 4.0 📅 2026 📍 Champaign, IL

**Coursework:** Digital Marketing Strategies, Brand Management, Consumer Behavior, Marketing Analytics

## Bachelor's Degree in Business Administration

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

**Coursework:** Marketing Principles, Financial Accounting, Operations Management, Business Communications

## CERTIFICATIONS

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- Certified Digital Marketing Professional 📅 2025
- Google Analytics for Beginners 📅 2026

## TECHNICAL SKILLS

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- **Marketing Tools:** Mailchimp, Google Ads, Hootsuite
- **Analytics Tools:** Google Analytics, HubSpot, Tableau
- **Design Software:** Canva, Adobe Illustrator, Photoshop
- **Project Management Tools:** Asana, Trello, Monday.com
- **Social Media Platforms:** Facebook, Twitter, LinkedIn
- **Survey Tools:** SurveyMonkey, Typeform, Qualtrics
- **Email Marketing Platforms:** Constant Contact, SendGrid, ActiveCampaign
- **Content Management Systems:** WordPress, Wix, Squarespace
- **Video Editing Tools:** Adobe Premiere, Final Cut Pro, iMovie
- **SEO Tools:** SEMrush, Moz, Ahrefs

## SKILLS

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- Campaign Management
- Digital Marketing
- Brand Positioning
- Data Analysis
- Social Media Marketing
- Content Development
- SEO Optimization
- Cross-Functional Collaboration
- CRM Tools
- Performance Tracking
- Customer Engagement
- Market Research
- Email Marketing
- Graphic Design
- Strategic Planning

## PROFESSIONAL AFFILIATIONS

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- Active member of the American Marketing Association, participating in networking events and workshops.
- Volunteered as a mentor for college students aiming for careers in marketing and communications.

## 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