



IT MARKETING

Middle

Jacob Baker

Philadelphia, USA

Ready to relocate

{ Full-time at office }

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RESUME.IT

Languages:

- English - Native speaker
- Italian - Fluent

SUMMARY

- Marketing manager with 7+ years experience, seeking to leverage proven leadership and strategy skills to grow revenue at IT-company.

MailChimp

Ahrefs

PowerPoint

Google Analytics

Excel

EXPERIENCE

Jun 2016 - present
8.4 years

Resume LTD, < [resume.it](#) > Philadelphia, USA

IT Marketing, Senior

- Increased 200% traffic 2019 vs. 2018.
- Suggested new SEO tools which increased copywriters' output by 25%.
- Identified new autoposting solution to cut social media time spent by 20%.

MailChimp

Ahrefs

Office

WordPress

CSS

Aug 2012 - Jun 2016
3.8 years

Resume LTD, < [resume.it](#) > Philadelphia, USA

IT Marketing, Junior

- Met 110% of revenue goal in IT-firm.
- Implemented new competitive analysis and consumer trend reports to increase quarterly sales by 10%.

Office

PowerPoint

HTML

HubSpot

Excel

EDUCATION

Sep 2008 - May 2012
3.7 years

Cornell University, Ithaca, USA

Bachelor's degree in New Media & Internet Marketing

LEADERSHIP AND AWARDS

- HubSpot Content Marketing Certification
- Google Analytics Individual Qualification (IQ)
- AMA Certified Professional Marketer