

Hannah Brooks

MARKETING MANAGER

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PROFESSIONAL SUMMARY

Marketing manager with 6 years driving demand-generation and content programs for B2B and DTC brands. Pairs creative campaigns with rigorous analytics to grow pipeline, lower acquisition cost and scale organic traffic.

CORE SKILLS

Channels: SEO, Content Marketing, Email, Paid Social, Lifecycle

Analytics: GA4, HubSpot, Looker Studio, A/B Testing

Tools: HubSpot, Marketo, Ahrefs, Figma, Webflow

EXPERIENCE

Marketing Manager

Jan 2021 – Present

Summit Outdoor Co. — Denver, CO

- Led an SEO and content strategy that grew organic traffic by 140% (from 60K to 144K monthly sessions) in 12 months.
- Managed a \$1.2M annual paid budget across search and social, reducing blended customer acquisition cost by 23%.
- Launched a lifecycle email program in HubSpot that increased repeat-purchase rate by 19%.
- Built a quarterly reporting dashboard in Looker Studio, giving leadership clear visibility into channel ROI.

Digital Marketing Specialist

May 2018 – Dec 2020

Frontline Media — Denver, CO

- Ran paid social campaigns generating 8,500+ marketing-qualified leads at a 31% lower cost-per-lead than the prior year.
- Produced 60+ blog posts and landing pages, three of which ranked on page one for high-intent keywords.
- A/B tested email subject lines and CTAs, lifting average open rate from 18% to 26%.

EDUCATION

B.A. in Marketing

2018

Colorado State University — Fort Collins, CO

CERTIFICATIONS

- HubSpot Inbound Marketing Certified (2022)
- Google Analytics (GA4) Certified (2023)