

# SARAH ANDERSON

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## PROFESSIONAL PROFILE

Results-driven Digital Marketing Manager with 6 years of progressive experience in B2B SaaS and technology sectors. Proven track record developing data-driven marketing strategies that drive customer acquisition and retention. Skilled in team leadership, campaign management, and cross-functional collaboration. Seeking to leverage expertise in analytics and strategic planning to drive growth for innovative organizations.

## CORE COMPETENCIES

Digital Marketing Strategy • B2B SaaS Marketing • Content Marketing • Marketing Automation (HubSpot, Marketo) • Google Analytics & SEO • Email Campaign Management • Team Leadership • Project Management • Data Analysis • CRM Systems • Social Media Strategy

## PROFESSIONAL EXPERIENCE

### Digital Marketing Manager

*TechVision Solutions Inc., Toronto, ON | March 2020 – Present*

- Developed and executed comprehensive digital marketing strategy for SaaS division, increasing qualified leads by 48% and improving lead conversion rate by 22% within 18 months
- Led team of 3 marketing specialists through agile transformation, reducing campaign delivery time by 35% while maintaining quality standards
- Implemented HubSpot CRM system across marketing and sales teams (45 staff), training and supporting adoption with 92% engagement rate
- Managed annual marketing budget of \$320K, consistently delivering ROI of 285% (26% above company target)
- Developed content marketing program that generated 120+ pieces annually, driving 156% increase in organic website traffic

### Marketing Coordinator

*Digital Connect Inc., Mississauga, ON | June 2018 – February 2020*

- Executed 40+ email marketing campaigns, achieving average open rate of 28% and click-through rate of 6.2% (vs. industry average of 4.8%)
- Collaborated with sales team to develop 15+ case studies that increased sales productivity by 18% and reduced sales cycle by 14 days
- Maintained HubSpot marketing automation platform, segmenting 8,500+ contacts and creating targeted nurture campaigns
- Supported trade show events and webinars, generating 340 qualified leads with average deal value of \$85K

## EDUCATION

### Bachelor of Business Administration (Marketing)

*Ryerson University, Toronto, ON | Graduated: May 2018*

## PROFESSIONAL CERTIFICATIONS & TRAINING

- Google Analytics Certification (2022)

- HubSpot Inbound Marketing Certification (2021)
- Salesforce Fundamentals Certification (2020)
- Certified Digital Marketing Professional, Canadian Marketing Association (2019)

## LANGUAGES

English (Native) • French (Intermediate)

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