**[Marketing Manager](https://www.postjobfree.com/resume/adzyxe/marketing-manager-seattle-wa)**

**Location:**Seattle, WA

**Posted:**September 26, 2023

**Contact Info:**

[shyeromework@gmail.com](mailto:shyeromework%40gmail.com?subject=Marketing%20Manager)

[346-234-9000](tel:+1-346-234-9000)

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**Resume:**

Shyerome Harris

Puyallup, WA m: 346.234.9000 shyeromework@gmail.com LinkedIn

Results-driven professional with a strong background in marketing strategy, campaign development,

and management success for leading organizations

Accomplished marketing manager with proven expertise optimizing conversions, developing content, driving traffic, and significantly increasing search rankings. Known for strengthening the sales and digital marketing sectors to lead in competitive markets by delivering innovative online concepts and strategies that follow best practices and industry guidelines. Effectively utilize competitive analysis, market research, and data analytics to assess campaign plans and provide solutions that foster growth and increased productivity. Excellent interpersonal and communications skills with the demonstrated ability to manage large campaigns and foster strong relationships while exceeding expectations by delivering results on time and under budget.

Core Competencies

Marketing Campaign Development

Market Share Expansion

Stakeholder Relations

Customer Experience

Revenue Growth

Public Relations Management

Trend Research and Analysis

Customer Engagement

Performance Improvement

Product Lifecycle Management

Project Management

Business Development

Customer Acquisition

Strategic Planning

Team Leadership

Professional Experience

Arc Vehicles US/DX Rider/EZ Raider US (Contract), Kent, WA, July 2023 to Present

MARKETING MANAGER

Demonstrate expertise in developing and launching awareness and education campaigns while collaborating with key stakeholders and cross-functional teams to align objectives.

Partner with product teams to define and implement positioning and messaging strategies in accordance with market trends and customer needs for products, such as electric machines and advanced motorcycles.

Utilize analytical data, including impression rates, click through and cost-per-click rates, conversion rates, customer acquisition costs, bounce rates, and social media reach to measure marketing effectiveness and deliver actionable insights to inform future campaign strategies.

Conduct market research and analysis to identify emerging trends and customer preferences in order to design campaigns that resonate with the target audience.

Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, social media, lead generation campaigns, and performance analysis.

Produce valuable and engaging content for the company website and blog to attract and convert target groups and measure the performance of marketing campaigns to gain insight.

Key Achievements

Ideated, organized, and executed innovative marketing strategies that consistently exceeded revenue targets, ultimately increasing market share by 20% increase within 12 months.

Directed multiple teams throughout the launch of large-scale B2C campaigns, resulting in a 15% growth in customer acquisition and a 25% improvement in customer engagement.

Administered all aspects of A/B testing initiatives aimed at optimizing campaign performance, increasing conversion rates by an average of 10%.

BPI Medical, Inc., Fife, WA, August 2022 to July 2023

MARKETING AND SOCIAL MEDIA MANAGER

Developed and delivered compelling content, such as website copy, blogs, social media content, and ad copy, as well as visuals that effectively conveyed product benefits and value propositions.

Cultivated lasting relationships with external partners to expand campaign reach and drive collaborative efforts that extended the brand's market influence.

Studied and assessed competitor campaigns to identify gaps and opportunities as a means to advance the efficacy of marketing approaches.

Collaborated with marketing, sales, and customer service teams to ensure brand consistency and recommended new features to develop brand awareness, like promotions and competitions.

Maintained social media accounts, communicated with followers, responded to queries in a timely manner, and tracked customer reviews.

Key Achievements

Achieved measurable success by overseeing upper-funnel marketing campaigns, contributing to a 30% increase in brand awareness and recognition.

Established and continuously enhanced customer experimentation and optimization strategies and designed scalable testing tactics that resulted in a 20% increase in conversion rates through automated processes.

Reviewed and applied customer feedback and data insights to iterate on campaigns, realizing a 15% improvement in engagement metrics over a six-month period.

Brand Yak, Remote, March 2022 to August 2022

MARKETING DIRECTOR

Demonstrated expertise in developing strategies for amplifying the voice of the customer, refined product strategies, and tailored marketing approaches to the intended audience.

Integrated automated customer acquisition systems and procedures for E-commerce clients which increased customer conversion rates by 25% and improved customer loyalty within the sales funnel by 15%.

Reviewed and assessed product and marketing performance to enable strategic decision making which increased campaign effectiveness and delivered measurable results.

Key Achievements

Optimized the positioning of E-commerce products and executed marketing plans with specific objectives across different channels, such as Shopify, Webflow, WordPress, Snapchat, TikTok, and YouTube, increasing sales by 40%.

Acquired and utilized statistics from social media platforms and search engines to market products, achieving a 15% increase in product visibility, 10% rise in customer engagement, and 5% growth in conversion rates.

Back 2 Black, LLC, Remote, March 2018 to March 2022

MARKETING/ADVERTISING MANAGER

Carried out the alignment of objectives with graphic designers and writers to create engaging themes and tones for content, enhancing brand messaging and customer engagement.

Played a key role in the successful launch of new product lines and offerings in close collaboration with internal stakeholders.

Designed a detailed testing framework that enabled rapid experimentation and optimization, resulting in a 20% reduction in campaign setup time.

Trained, mentored, and motivated a marketing team of seven members in campaign development, project execution, and performance analysis.

Key Achievements

Presided over all aspects of rebranding campaigns and promotional initiatives which increased brand awareness by 60%.

Attained a 52% improvement in website visibility through the implementation of SEO strategies, improving online presence and organic traffic.

Ideated a customer-centric approach to marketing which brought about a 25% increase in customer retention rates and a 10% boost in customer satisfaction scores.

Education and Credentials

Bachelor of Science (B.Sc.) in Marketing, Expected Graduation August 2026

University of London, London, England

Certifications

Lean Six Sigma Green Belt

Google AdWords; Google Analytics; Google UI/UX

Google E-Commerce and Digital Marketing Professional

HubSpot Marketing

Online Marketing Certified Associate; Online Marketing Professional

Professional Affiliations

Black Marketers Association of America

Volunteerism

Cheyenne Mountain Athletics

Magnolia Youth Football Association

Magnolia Football

Additional Information

Languages: English (Native), German (Limited Working)

Technical Proficiencies: Windows, Mac OS, Microsoft Exchange, Active Directory, Microsoft Office Suite, Microsoft Project, Visio, QuickBooks, HTML, CSS, JavaScript, Python, R, SQL, Slack, Salesforce, Google Ads, Facebook Ads Manager, MailShake, MailChimp, Constant Contact, Google Analytics, Adobe Analytics, Marketo, WordPress, Shopify, WooCommerce Webflow, SEMRush, Moz, Ahrefs, Hootsuite, Buffer, Later, Loomly, Zoho Suite, HubSpot Suite, Adobe Creative Suite, Canva, Asana, ClickUp, Budgeting and ROI analysis, Accounting, Basic Finance, copywriting, Data analysis, API (basic understanding), Cybersecurity awareness (basic understanding)

Interests: Hiking, Kayaking, Football, Soccer, Literature, Photography, Music, Art