

# SUSAN L. TERRY

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## TOP-PERFORMING ONLINE MARKETING SPECIALIST

- Consistently multiplied sales and grew customer base through imaginative email campaigns, public relations, social media, and community events.
- Initiate and maintain win-win fundraising relationships with over seven community organizations.

## EXPERTISE

- Marketing Strategy
- Event Planning
- Project Management
- Public Speaking
- Social Media
- Email Campaigns
- Fundraising
- Writing
- Data Analysis
- ROI Reports

*Susan's knowledge, professionalism and business acumen...have helped Health MarketPlace become a household name in our respective areas of business.*  
—Tom Thumb, CEO, Health MarketPlace

## PROFESSIONAL EXPERIENCE

**HEALTH MARKETPLACE**, Any City, US

2010–present

### ***Marketing Manager & Events Coordinator***

#### **Marketing**

- ✓ Increased anniversary event sales from \$24K in 2010 to \$42K in 2015, the highest revenue for a single event in the company's history.
- ✓ Grew email newsletter from 200 subscribers in 2010 to 8000 subscribers in 2016.
- ✓ Initiated and attracted 600+ members to company event Meetup in one year.
- ✓ Analyzed and reported return on investment from digital campaigns and community events.

#### **Event Planning & Fundraising**

- ✓ Attracted \$3K more sales annually by managing and teaching in-store classes—double that of other Health MarketPlace stores.
- ✓ Co-led successful, annual fundraising events over five years with Cindy's Animal Rescue, Hope Charities, Catholic Charities, Nutrition Project, Hunger Solution, and Marine Life Rescue.

**COSMETIC SURGERY CLINIC**, Any City, US

2007–2010

### ***Marketing Assistant and Patient Coordinator***

- ✓ Increased revenue by 15-25% each year with ads, trade show booths, and monthly email newsletter.

**ANYTOWN BANK**, Any City, US

2003–2007

### ***Internet Banking Specialist III***

- ✓ Received monthly customer service awards for solving customers' problems and building relationships while exceeding goals.
- ✓ Trained new customer-service representatives.
- ✓ Wrote and published monthly employee newsletter.
- ✓ Co-designed new online banking customer interface.

**PROFESSIONAL EXPERIENCE**, Continued

ENTERTAINMENT TO GO, Anytown, US

1994–2003

**Marketing Manager****Sales & Marketing**

- ✓ Helped grow a startup of four people into a company with 40+ staff members with three regional offices in under three years.
- ✓ Sold \$200K in products over five years by cold calling on businesses in person and by phone.
- ✓ Generated \$370K in one year by initiating entry into new market.
- ✓ Designed advertising, public relations, and email newsletter campaigns.
- ✓ Formed alliances at Chamber of Commerce meetings, trade shows, and community events.

**Management**

- ✓ Promoted to marketing manager in 1997 to focus on marketing.
- ✓ Promoted to operations manager in 1996, managing and training subcontractors and six installers while continuing selling and marketing.
- ✓ Promoted from sales associate to sales and customer service manager in 1995. Supervised 12 call center associates.

**TECHNICAL SKILLS****Software:** Microsoft Word, PowerPoint, Excel; Adobe Photoshop, Acrobat Pro**Social Media and Digital:** Facebook, Twitter, LinkedIn, Instagram, Google Analytics, WordPress**Email Platform:** Constant Contact**Surveys:** Survey Monkey**EDUCATION****Bachelor of Arts (B.A.) in Journalism**, Anytown College, Anytown, US**Associate of Arts (A.A.) in Photo Journalism**, Any City Community College, Any City, US

*"I look for a person who learns what the job entails and proceeds to do it without being told or reminded. Susan did all this in addition to being a loyal employee. Her abilities, reliability, computer skills, efficiency and high level of integrity place her in the top few percent of all those who have worked with and for me."*

— Sam Kent, Health Consultant

