Austin Long
Digital Marketing Manager

a.long@email.com   (123) 456-7890   Chicago, IL   [LinkedIn]

WORK EXPERIENCE

Howard Hughes Corporation - Digital Marketing Manager

January 2018 - current   Chicago, IL

- Owned email planning and **execution of email marketing campaigns, resulting in attributable revenue of $2.2M**
- Optimized email copy and email sequences through A/B testing to improve the average open rate from 8% to 14%
- Led customer segmentation efforts to trigger automated tagging and sending of emails based on user interactions with customer platforms
- Improved the average free trial to paid conversion rate by 15% with the use of customized email sequences, resulting in $300,000 in new revenue
- Identified user actions that strongly correlated with user churn, and intervened via email sequences to reduce the average monthly churn rate from 7% to 5%

Stripe - Digital Marketing Manager

April 2015 - January 2018   Chicago, IL

- Developed a comprehensive paid acquisition strategy across Google, Facebook, and industry newsletters, resulting in new leads that generated $18M in 2017
- Led the implementation of **real-time reporting on marketing spend to adjust bid strategy, leading to an improvement of ROI by 24%**
- Exceeded growth targets every quarter by 14% on average
- Managed a team of 3 full-time marketing associates, and initiated summer internship program that saw 2 interns in 2015, 3 in 2016, and 5 in 2017

United Airlines - Digital Marketing Specialist

June 2010 - April 2015   Chicago, IL

- Built a robust organic traffic campaign through the creation of extensive industry white papers, leading to an **increase in inbound leads of 68% year over year**
- Executed paid social media campaigns across Facebook, Instagram, Twitter, and YouTube, surpassing KPIs by 4%

EDUCATION

DeVry University - B.S. in Marketing

August 2006 - May 2010   Chicago, IL

SKILLS

Salesforce; Paid acquisition (Facebook, Instagram, AdWords, Youtube); A/B testing (Optimizely); Google Analytics, FullStory; Microsoft Excel, Google Sheets