




MARC CHEN

GROWTH MARKETING MANAGER

CONTACT

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Denver, CO 
[LinkedIn](#) 

EDUCATION

Bachelor's of Marketing
University of Denver
August 2008 - May 2012
Denver, CO

CERTIFICATIONS

LinkedIn Ads
HubSpot Inbound Marketing
Google AdWords

SKILLS

Analytic Tools (Google Analytics, Facebook Ads Manager, Google Ads)
A/B Testing
Graphic Design
Mailchimp
CRMSpinkler
Power BI
MS Office
Kissmetrics
Mixpanel

CAREER OBJECTIVE

Innovative, creative, and analytical growth marketer with a proven track record in developing and executing successful marketing campaigns. Seeking new challenges and rewards with ThoughtSpot in identifying customer needs and translating them into actionable plans.

WORK EXPERIENCE

Growth Marketer

Optimal Digital Marketing

October 2018 - current / Remote

- Developed and executed growth marketing strategies to increase annual revenue by \$8 million through new customer acquisition, retention, and expansion efforts
- Managed 3 content creators who generated engaging blog posts to **boost website traffic by 23%** month-over-month
- Created email campaigns with open rates over 60%, resulting in an average order value of \$120 per sale
- Built relationships with over 15 influencers to promote brand awareness and sales via social media channels
- Instituted 11 new marketing strategies and 22 campaigns that generated over \$8 million in revenue

Digital Marketing Manager

Louder Than Digital

December 2013 - October 2018 / Denver, CO

- Spearheaded the launch of a new product line, resulting in an increase in sales revenue of over 12%
- Collaborated with SEO and PPC groups to develop strategic marketing campaigns that **increased website traffic by 33%**
- Generated a yearly revenue increase by 15% via restructuring and implementing 6 direct and digital marketing strategies

Digital Marketing Assistant

Tree Ring Digital

June 2010 - December 2013 / Denver, CO

- Increased website traffic by 18% by developing, executing, and guiding integrated multichannel marketing strategies to increase brand awareness and generate leads
- Led efforts to reengineer and implement website changes to increase focus on marketing, which increased annual sales revenue by 8%