

Marc Chen

Growth Marketing Manager

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Denver, CO

[LinkedIn](#)

WORK EXPERIENCE

Optimal Digital Marketing - Growth Marketer

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

Louder Than Digital - Digital Marketing Manager

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

Tree Ring Digital - Digital Marketing Assistant

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%

EDUCATION

University of Denver - Bachelor's of Marketing

August 2008 - May 2012

Denver, CO

SKILLS

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