

BENJAMIN JENKINS

Marketing Consultant

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☎ (123) 456-7890

📍 Broomfield, CO

🌐 [LinkedIn](#)

EDUCATION

Bachelor of Science
Business Administration
with Marketing
Concentration

University of Denver

📅 2008 - 2012

📍 Denver, CO

SKILLS

- HubSpot
- Salesforce
- Hootsuite
- Google Analytics
- WordPress
- Mailchimp
- SEMrush
- Asana

WORK EXPERIENCE

Marketing Consultant

Oracle

📅 2017 - current

📍 Broomfield, CO

- Developed inbound marketing strategies for clients that led to a 31% increase in website traffic and 28% more leads.
- Provided software recommendations to clients based on user data analysis, **reducing customer acquisition costs by 34%**.
- Automated lead nurturing with Salesforce to improve sales pipeline velocity by 41%.
- Implemented customized marketing workflows using HubSpot, resulting in a 26% qualified leads increase.

Marketing Analyst

Ball Corporation

📅 2015 - 2017

📍 Broomfield, CO

- Analyzed repeat customer data in Salesforce to increase retention rates by 29%.
- Conducted competitor analysis using SEMrush to identify market opportunities, resulting in a **52% boost in website traffic**.
- Leveraged Google Analytics to analyze user behavior, which lowered the bounce rate by 17%.
- Optimized email automation in Mailchimp to see a 24% increase in conversion rates.

Marketing Coordinator

Ibotta

📅 2012 - 2015

📍 Denver, CO

- Managed cross-functional project workflows using Asana, increasing efficiency by 33% and team productivity by 18%.
- Oversaw social media engagement through Hootsuite, which led to a 28% boost in social media referrals to the Ibotta website.
- Executed social media content strategies, including photo contests, that resulted in **44% follower growth**.
- Developed marketing reports to provide actionable insights promotional strategies, leading to a 29% increase in ROI.

CERTIFICATIONS

- Certified Marketing Consultant