

I'm not a bot



Resume for marketing

or download as PDFFlaunt your technical expertise from the onset. And it's not just rattling off a list of apps or programs you're good with. Show how you've put those tools to work and the awesome results that came from it.Weaving your technical skills into your work history shows you're ready for business and keen on growing. But unlike creating a cover letter, be brief with the details.For instance, you could say: Developed a comprehensive paid acquisition strategy across Google, Facebook, and industry newsletters, resulting in new leads that generated \$17M in 2017.or download as PDFAs a marketing student, it's not just absorbing lessons, but actively turning them into action. So, why not showcase relevant skills and real-world know-how you picked from part-time gigs (think freelance graphic designer) and college projects?Got a solid grip on job-relevant software like WordPress and Trello? Talk about it. Or maybe your talent for engaging clients during a part-time role puts you ahead of other applicants.In showing your outcomes, capitalize on statements like "Designed 11 striking marketing materials using Adobe Creative Cloud, increasing client engagement on social media platforms by 13%.or download as PDFYou know how they say a confused mind will always bail? Keep it from happening with a simple template that keeps your marketing intern resume clear and concise.A modern template that blends a bit of the old with the new can pay off. But don't just take the first one you stumble upon; exploring a variety of template samples online is smart.For example, why not try a two-column template? But again, steer clear of fancy design features like images and graphs. A header in a brighter color? That's a neat touch.or download as PDFDon't be that person whose entry-level marketing resume is crawling with grammatical and punctuation goofs. Giving it a good once-over won't just highlight your eye for detail but can also save you from a major facepalm moment.Slowly read your piece out loud, right from the resume objective to the last line, and rid it of grammatical errors that might otherwise earn you the recruiter's scorn. Editing software like Grammarly can be handy here.In addition, stepping away and then revisiting your piece, maybe a few hours later, could help you notice awkward bits you missed earlier.or download as PDFSo, your marketing experience isn't exactly overflowing yet. Embellishing your piece with a Relevant Courses section is a solid way to signal you're serious about leveling up your game.So, dedicate a spot in the side column of your marketing assistant resume to courses you've taken along the journey, right between the education section. But don't let that list run wild; keep it to 6-7 itemsOne more piece of advice: stick to courses that are a good match for the marketing role (cue Principles of Selling, Consumer Behavior, and Sales Force Management.or download as PDFLike most applicants, you might check all the right boxes—you've got the skills and the experience and have done your homework. Yet occasionally, the deal-breaker can be something as simple as your location.Slotting your location in the header is a must-do, whether the gig is remote or on-site. It's all about playing it transparent and ensuring your resume won't get sidelined by location-based ATS filters.However, don't go overboard with your full address—your city and state should do. Plus, using a resume builder can help you elegantly incorporate such often-forgotten details.or download as PDFYou see, the marketing crew from your dream company is on the hunt for the perfect addition. As a seasoned professional looking to bag a senior-level role, why not shine a light on your relevant educational background?Leverage the reverse chronological order for your academic credentials; Kick off with your latest win (perhaps that awesome master's in business administration) then backtrack to your undergrad days.Given you've already racked up some solid work experience, skip mentioning your GPA in the education lineup. That detail is more for the new or recent graduates.or download as PDFFor executive roles, accent your leadership chops, right from decision-making, conflict resolution, and mentorship, to delegation. It's just the kind of evidence that demonstrates you're ready to take the wheel.Don't be shy about the initiatives you piloted to success, any mentoring or training you provided, and even the accolades you earned for your leadership. That said, you can do the recruiters one better by leading off your bullet points with power-packed verbs.Example: Pioneered the implementation of Marketo for automated email marketing, improving email open rates by 47% and click-through rates by 28%.or download as PDFWant to impress employers as soon as they see your marketing analyst resume? Load it up with marketing powerhouse tools like Google Analytics 4, Hootsuite, and Mailchimp.They aren't just good-to-haves; they're a testimony to your expertise in monitoring website traffic, handling chaotic social media calendars, and crafting emails that actually get opened. Add a variety of tools to prove you don't randomly crunch out numbers—you turn data into results or download as PDFSo, you're into promoting sports teams. In that case, make sure you're scoring where it counts—in this case—highlighting business impacts.Remember, hiring managers don't need one more superfan; they need someone who can bring results. Include impactful phrases like increased sponsor conversions, grew fan engagement, and generated extra revenue through merchandise to make your sports marketing resume as memorable as a championship-winning play.or download as PDFEager to showcase your email prowess? Then, start with credentials. Take Ellie's email marketing resume, for example. She includes a Bachelor of Business Administration (Marketing) which serves as a subtle "I've got this" to employers.If anything, it proves she's not just guessing her way through corny subject lines or call-to-action texts, but she is backed by solid training. Try walking into her shoes and prove that you can stand out against hundreds of emails.or download as PDFWhen crafting your brand marketing resume, think of it as a new branding campaign. Make it unique and visually aesthetic. A cluttered design is as good as a blurry logo with typos—no one's sticking around to figure it out.Boldly highlight your career's best bits and use a sizable template (like the Official template) to keep things professional. Remember, your resume is meant to market you as a branding specialist who knows exactly how to draw attention.or download as PDFNo one is born as a marketing strategist; you work your way up. So, give your career story the spotlight it deserves by embracing a reverse-chronological format for your marketing strategist resume.Start with those humble coordinator or internship-level roles and keep rising until you reach your current position to show that you've earned your place in marketing. This way, employers see the growth and the hustle that brought you to the top.or download as PDFSometimes, less is more, especially if you're short on design. Look at Victoria's CRM marketing resume, for instance. She knows the secret: keep things short yet impactful.Instead of drowning in details, she starts with punchy action words and highlights her work's impact on nurturing leads and generating more money. This strategy lets her prove she has what it takes to turn prospects into repeat customers.or download as PDFConsistency is key—not just when you're searching for new clients but also when creating your freelance marketing resume. Avoid throwing in random extra bullet points just because you can. Stick to a solid number, like the four-point rule above.Keeping things consistent lets you flesh out each experience and shows you've got the discipline to keep things organized. It's like providing the ideal marketing consultation session—concise, helpful, and inspirational.or download as PDFQuantifying your work never gets old. Even if it's a small impact, slap a little percentage on it and watch it shine. Employers want to see how you've moved the needle, no matter how small.The experiential marketing resume above contains phrases such as "34% year-over-year increase in fan engagement" and "19% uptick in customer response rates," which proves the candidate isn't just planning events for customers as a marketing disguise but driving results that get noticed.or download as PDFRecruiters have their eyes peeled for folks who can effortlessly blend into their team and hit the ground running toward company goals, which brings us to getting a handle on the hiring organization's culture.A dive into the company website and social media pages can clue you in on what's dear to them, whether leadership or team collaboration. Now, use that intel to detail how your soft and technical skills have already played into those themes.Let's say the company is all for teamwork. How about a line like "Collaborated with a team of six in managing a \$109K annual marketing budget?" or download as PDFFlexing your social media prowess is the way to go for influencer marketing gigs. Otherwise, how can the hiring team be sure you can sway target prospects into buying stuff or jumping on trends?You see those impactful social media campaigns you ran here and there? Use them to your advantage. But again, ensure you've got the numbers to back up that awesomeness.Perhaps recount when you executed social media strategies that skyrocketed website traffic by 24.82K or drove a 44% increase in social media engagement by nailing content scheduling.or download as PDFRecruiters wanna know the entire scoop of your professional life before they roll the dice on you. So, what's a smoother move than building a resume with your LinkedIn profile?Drop your profile link into the contact section of your marketing coordinator resume. But do yourself a favor and polish your profile first—it should be nothing less than an all-out display of your skills, accomplishments, and glowing endorsements.And rather than just slapping your LinkedIn URL onto your resume, level up the presentation by hyperlinking the word "LinkedIn" right next to the platform's logo; trust us, it's neater that way.or download as PDFMarketing is really about getting those wins. Then, why not put some numbers to your wins without overhyping them? Skip that, and your application simply blends in.Those moments when your intervention triggered a growth in site traffic or conversion rates or reduced costs? Recounting them does more than just tell a story—it proves you're effective. Plus, you could use a resume checker for an inside scoop on where to bulk up those metrics.A line like "Communicated with potential clients, signing 200+ up for monthly newsletters, with 90% opt-in" makes for a great example.or download as PDFBeing well-rounded and approachable goes a long way in the marketing world. How about demonstrating you tick those boxes by sprinkling a little bit of personality into your growth marketing manager resume?A career objective statement does more than open a window into your character. It should also show your sincere enthusiasm for the role, setting the right tone for the rest of your narration.In a single-column layout, let this statement sit just below the header. If using a two-column resume template, stash it next to your contact information, right above your work history.or download as PDFWhen your list of achievements might not stretch as long as you'd like, a vibrant resume design could be your saving grace. Yes, it's not just about the content but also its presentation.Subtle use of color to accentuate key parts, including contacts, role titles, skills section of your resume, or even interior borders is good. However, let the bulk of your text be black or dark grey, set against a white background.Remember, going overboard with bright or flashy colors like bright yellow and hot pink will only end up distracting from the star of the show—your wins.or download as PDFYou get how too much fluff is like bad filler, right? As you make a convincing case for your candidacy, the last thing you want is to have the recruiter snoozing through an ocean of unnecessary information.One of the potent resume tips and tricks you'll stumble upon, use action-oriented language—it helps keep things concise and frees you from the shackles of long-winded descriptions.In addition, channel your inner editing beast—be ruthless, only keeping information that serves a purpose or directly relates to the job you're eyeing. If it doesn't add real value, it's just taking up space.or download as PDFDon't you think effective communication is everything where reaching and engaging your target audience is the name of the game? Our point is that going all out to make your marketing specialist resume readable will surely get you in the recruiter's good books.Picture a crisp layout that screams professional, complete with punchy bullet lists and a consistent font style. Combine those features with neat subheadings, and you might as well start practicing your handshake for the interview.Even better, get a second pair of eyes to ensure that your pitch is indeed easy to skim through.When it comes to writing your resume, remember your primary goal: getting an interview. We've written this guide to help you achieve that mission and eventually, get the job.However, marketers have a wide range of skills and responsibilities, so it can be tough to figure out what to include and what to leave out.To write a great resume, you need to ensure you've done these three things:Formatted your resume properlyIncluded all the sections a hiring manager is looking forTalked about your skills/experience in the right wayTo achieve that end, we'll go over the following information:Marketing resume formatting tipsQuantifying the impact of your work experienceThe skills to include in your "skills" sectionCustomizing your marketing resume for each role you apply toThe lowdown on your resume objectiveMentioning your education and certificationsWhen it comes to formatting your resume, there are a few rules you should follow:Keep it to one page. Your resume should be your highlight reel, not an autobiography.Opt for a simple format. This is not the place to use seven fonts and fifteen colors to highlight your creativity.Don't give the hiring manager a trivial reason to put you in the "no" pile. Avoid any spelling or grammar errors at all costs!Keep your work experience to short, self-contained bullet points. This makes your resume much more readable.Only include a resume objective or resume summary if you can customize it for each role you apply to. Real estate is valuable on your resume, so don't waste it.This is going to be the single biggest factor when the hiring manager is deciding to give you an interview or not. Think of it as the entree at a several-course dinner; it should take up the most space on your resume.Focus on the quantifiable, tangible impacts of the marketing projects you've worked on in the past. Hiring managers want to be sure the candidates they interview will positively influence their business.Think about it: would you keep running a paid ad if you had no idea whether it was working or not? Of course not!Consider these two work experiences. They're describing the same person in the same job, but one utilizes numbers to describe their impact, while the other doesn't.Which do you think is more convincing?RIGHT - use numbers to describe your impactFinancial Services CompanyAugust 2016 - May 2018, New York NYMarketerDeveloped a comprehensive paid acquisition strategy across Google, Facebook, and industry newsletters, resulting in new leads that generated \$11M in 2017Built a robust brand awareness campaign through conferences and speaking engagements, increasing inbound leads by 68% per yearLed the implementation of real-time reporting on marketing expenditures to adjust bid strategy, improving ROI by 31%Exceeded growth targets every quarter by 19% on averageWRONG - avoid vague statements of impactFinancial Services CompanyAugust 2016 - May 2018, New York NYMarketerDeveloped a comprehensive paid acquisition strategy across Google, Facebook, and industry newsletters, resulting in new leadsBuilt a robust brand awareness campaign through conferences and speaking engagements, leading to an increase in inbound leadsLed the implementation of real-time reporting on marketing expenditures to adjust bid strategy, leading to ROI improvementExceeded growth targets every quarterWhich do you think performed better? The reality is, numbers speak louder than words. Numbers also help hiring managers read your resume faster, which is essential when you're likely competing with 50+ other applicants. You can quantify your marketing impact in a wide range of ways. Here are some examples for to help inspire you:Generated leadsExample: Identified keyword opportunities and created content to generate 21,000 organic users and 432 new leads monthlyNew revenueExample: Launched an email campaign to notify power users of under-utilized features, resulting in \$411,000 in incremental revenueImproved performanceExample: Built a culture of A/B testing to improve the lifetime conversion rate of a campaign by 78% Lowered costsExample: Identified poorly performing external vendors and reduced costs by \$110,000 annually while exceeding revenue targetsIncreased ROIExample: Created ads for each customer segment, resulting in an ROI improvement of 19% relative to generalized ad campaignsBeat targetsExample: Beat quarterly revenue targets by an average of 6% each quarter for the last year and a halfThere's no better way to convince a hiring manager that you deserve an interview than by demonstrating you've had a significant, measurable impact in your past marketing roles.The hiring process is a mystery, but it doesn't have to be! Here's what you need to know about the hiring process after you've submitted your resume:Companies use an Automated Tracking System (ATS) to filter out resumes based on certain keywords.The hiring manager or HR manager reviews your resume and determines whether you get an initial interview or not.But how can you be sure you'll get past this filter? Simple: include the relevant skills that are mentioned in the marketing job description, of course!In your resume's skills section, try to include at least 90 percent technical skills if you can. ATS filters don't screen for soft skills like "communication" or "leadership." Hiring managers like to see soft skills, but to pass the ATS, you will need primarily hard skills.So what skills should you include? We've compiled a list of useful marketing skills that you can include on your resume. Remember, only include skills you'd be comfortable explaining in an interview.CRM: Salesforce, Microsoft Dynamics, Pipedrive, HubSpotWeb Analytics: Adobe Analytics, Mixpanel, Heap, Google AnalyticsGeneral Office Administration Tools: Google Sheets/Docs/Slides, Microsoft Excel/Word/PowerPointOptimization: customer segmentation, attribution modeling, A/B testingPaid Ads: AdWords, LinkedIn, Google Display Network, FacebookSocial Media: Instagram, Facebook, LinkedIn, Twitter>Email Marketing: ConvertKit, Drip, MailchimpSEO: keyword research, backlink building, content creationDirect MailThe skills you include on your resume should vary based on the kind of job you're seeking. For example, if you're applying for an organic marketing role, then you'll expand on your SEO skillset instead of your social media skillset.For marketers, it's much more important to be an expert in a few skills than have knowledge of a lot of skills.A hiring manager would be skeptical of a digital marketer who claims to be an expert in paid ads, social media, SEO, and email marketing. Rather, it's better to position yourself as an expert in one or two of those areas. Because "marketing" is such a broad term, you're much more likely to get an interview if you tailor your resume for each job to which you apply.Tailoring your resume tells hiring managers that you're detail-oriented and committed to the company. Remember, you'll be competing with many other marketers for the role, so take advantage of any opportunity you can to impress the hiring manager.Start customizing your marketing resume by following these steps:Read the job description thoroughly. As you read it, think of any past experience you've held that matches what you're reading.On the first draft of your resume, list any work experience you have that is related to the role. Include the skills they're looking for and specific responsibilities.Let's walk through a concrete example.Let's say the company Capital is hiring a senior performance marketer. Here are the job responsibilities:About the RoleAs a Senior Performance Marketer, you will help to ensure that our investments in marketing pay off in the form of user and revenue growth.Reporting directly to the Chief Marketing Officer, you will:Own all paid performance marketing channels and serve as a day-to-day steward of the budget.Manage acquisition strategy and execution for paid media across channels. Continuously improve performance through detailed optimization to meet aggressive campaign goals and objectives. Build and maintain a test-and-learn culture to determine the most effective channels.Source and manage media agencies, performance marketing agencies, and other external performance marketing partners.Work collaboratively to create and test messaging and creatives for multiple audiences and engagements/channels.Partner closely with media agencies to align on goals, and drive the strategy to get there.Devise innovative ways to drive subscriptions and KPIs. Create a testing agenda for new digital platforms and creatives. Partner with Analytics, Design, and agencies to track and report acquisition performance.Own budget tracking and forecasting across channels.Essentially, they're looking for someone to take ownership of overpaid media and all the responsibilities that come with it, from budgeting to measuring performance. The highlighted keywords and concepts are those you might be able to incorporate into your resume. Here's what your resume might look like if you were applying for this particular role:Financial Services CompanyAugust 2016 - May 2018, New York NYMarketerOnboarded and monitored media agency partners, saving \$250,000 by ending contracts with the least-performing partners while hitting revenue targetsLed forecasting, budgeting, tracking, and reporting for all paid acquisitions, resulting in new leads that generated \$17M in 2017Fostered a culture of testing and learning by encouraging constant optimization of ad strategy, increasing conversation rates by 87%Exceeded growth targets every quarter by 24% on averageAs you can see, the work experience has been adjusted to closely match what Capital wants from their new hire. Doing this will ensure you get past both the initial ATS scan and the hiring manager's inspection.Most of the time, you won't need an objective, but it can be a useful tool for an entry-level candidate. (If you're a senior-level candidate with at least 10 years of experience, use a resume summary instead.) But what exactly is an objective?A resume objective expresses your specific interest in the marketing role you're applying to while highlighting your skills and goals for your future job.Since your resume is limited on space, you need to should scrutinize everything you include. Our rule of thumb: unless you're going to customize your resume objective for each role you apply to, leave it out entirely. You want the first thing hiring managers read to be something that significantly improves your chances of getting an interview.Which of these resume objectives would you prefer as a hiring manager?WRONG - uninformative resume objective"Looking to leverage my experience with social media marketing to help grow a customer-centric technology product."This candidate didn't bother to customize the resume objective for the specific role. Compare that to this resume objective:RIGHT - tailored resume objective"Looking to leverage my experience with paid customer acquisition in new markets to further Stripe's mission of making payments accessible to businesses of all sizes as they expand into South America."This resume objective clearly demonstrates how the candidate has researched both the role and the company. More than that, they succinctly stated why they're a great fit for the role. This is the kind of resume objective that's worth including!While your education section doesn't need to be huge, you still need to include it. List the school you went to and the degree(s) you obtained while there. If you're an entry-level candidate or have only a few years of experience, you can include relevant courses and your GPA (if it's higher than 3.2). However, for more senior-level marketers, your education section should only have the school you went to (and where it was located), the years you were there, and the degree you earned.How can you show your impact as a marketer on a resume?Get ahead of other job applicants by quantifying your marketing impact on your resume. Can you quantify generated leads in a month, revenue gained from a social media campaign, improved performance from A/B testing, etc.? It's okay if you can only give an estimate, but seeing numbers on the page not only helps solidify your impact, but they also disrupt the flow of text—meaning the hiring manager reviewing your resume is forced to slow down and look a little closer!What skills are good to put on your marketing resume?There are so many marketing positions out there, so it's important to only include skills that are relevant to the job you're applying for (and, of course, relevant to the skills you honestly have). As a marketing analyst, skills that could make sense for your resume include CRM, A/B testing, social media ads, and SEO strategies. On the other hand, skills for a marketing specialist might be branding, digital and print copywriting, email marketing, and Microsoft and Google Suite.What is a good objective for a marketing resume?If you decide to include an objective (you probably don't need it!), the secret sauce in writing a good one is tailoring it to the company and making it clear why you're the right fit to meet that company's challenges or needs addressed in its job description. Here's an example that hits the mark:Adapt and high-speed thinker with 2 years of marketing internship experience and 3 years in office operations. Eager to demonstrate skills in crafting paid advertisements and executing tools, such as Salesforce, MS Suite, and Google Analytics as a marketing assistant at MIXD. Last updated on 09 May 2025 See history of changes 09 May 2025 - 1 new section (Show your achievements, not tasks) added 10 Apr 2025 - 1 new section (Highlighting leadership growth) added 08 Mar 2025 - 1 new resume template (Strategic Marketing Consultant) added Next update scheduled for 19 May 2025 Here's what we see in the strongest marketing resumes. Metrics That Matter: You show impact with numbers like 15% sales increase, 25% more web traffic, 30% higher engagement rates, and 20% cost reduction. These figures prove your work makes a difference. Relevant Skills To Highlight: Include skills on your resume that you have and are mentioned on the job description. Some popular ones are SEO optimization, Google Analytics, email marketing, content creation, and customer segmentation. Industry Trends And Insights: Stay aware of trends like social media algorithms. Show you can adapt and use these changes to benefit your work. Need more resume templates?