

John Averageman

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CAREER GOAL

I aspire to become the best online marketing manager in the world. I already have strong experience in the field, and am constantly working to improve my knowledge of my passion.

PROFESSIONAL EXPERIENCE

Online Marketing Manager at Large Media Company April 2014 - present
Averageton, CA

- Ownership of multiple Adwords campaigns, including setting up new campaigns
- Increased budget I am responsible for from \$4,000 to 50,000\$/month
- Leading the marketing team in charge of Facebook and Adroll
- Held trainings for more junior employees

Junior Online Marketing Manager at Great Company September 2012 - March 2014
Sometown, NC

- Implemented AdSense into the websites of our clients
- In charge of managing the social media communities of various small Facebook pages
- Assisted with social media marketing and paid marketing for clients

Marketing Intern at Entry Company June 2011 - July 2011
Unrealton, MA

- Involved in decision making processes for marketing strategy
- Used HubSpot and tracked relevant metrics for Adwords campaigns
- Assisted other Marketing Managers in their daily activities
- Presented an analysis of the monthly Ad performance to the Head of Marketing

ACADEMICS

Good University, Bachelor of Business Administration September 2009 - July 2012
Unrealton, MA

- Thesis title: "The Correlation between CV Quality and Job Hire Success - an Empirical Study", Grade A+
- 2nd Place at Case Competition (400 entrants)

Average High School August 1995 - July 2009
Unrealton, MA

- High School Diploma, main courses: Economics, History and Business
- Varsity Swimming Team Captain
- Voluntary work at a refugee home

IT & LANGUAGE SKILLS

SPSS - Advanced

Microsoft Office - Full proficiency

Photoshop - Advanced

English - Fluent

Spanish - Conversational