

AMARA KAMAU

Marketing Manager

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☎ (325) 456-7890

📍 Tucson, AZ

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EDUCATION

Associate of Applied Science
Marketing Management

Pima Community College

📅 September 2011 - April 2015

📍 Tucson, AZ

SKILLS

- Google Analytics
- Trello
- Salesforce
- Marketo
- WordPress
- Hootsuite
- Mailchimp
- Adobe Creative Cloud
- SEMrush
- Google Workspace

CAREER OBJECTIVE

Goal-oriented professional with profound experience across sales and marketing landscapes, aspiring to contribute as a marketing manager at Amazon. My journey from a sales representative to a sales manager and supervisor has equipped me with a unique blend of skills to effectively manage marketing campaigns, and I am passionate about using these abilities to drive Amazon's mission of customer obsession and innovation forward.

WORK EXPERIENCE

Sales Manager

Oracle

📅 2020 - current 📍 Tucson, AZ

- Boosted ROI by 29% by bridging the gap between sales and marketing, enhancing campaign effectiveness
- Negotiated and implemented Salesforce CRM integration, **enhancing sales team efficiency and increasing quarterly revenue by 468K**
- Leveraged Google Analytics optimizing marketing strategies, increasing conversion rates by 34%, and boosting customer retention by 26% over two years
- Achieved a 28% increase in sales through advertising campaigns, demonstrating expertise in data-driven decision-making

Sales Supervisor

Office Depot

📅 2017 - 2020 📍 Tucson, AZ

- Produced promotional materials using Adobe Creative Cloud, **increasing foot traffic by 22% and store's annual revenue by \$300,082**
- Adopted Trello for task management, reducing task completion time by two days earlier and improving team collaboration
- Streamlined sales processes by implementing Google Workspace tools, reducing administrative tasks by six hours per week
- Used SEMrush for competitor analysis, identifying market trends and adjusting pricing strategies, increasing profit margin by 6%

Sales Representative

Wells Fargo

📅 2015 - 2017 📍 Tucson, AZ

- Built a WordPress blog to educate clients on financial literacy topics, attracting over 2,869 monthly visitors and increasing brand visibility
- Formulated and executed targeted email campaigns in Marketo, **increasing appointment bookings by 24% and raising monthly loan applications by 148**
- Managed social media channels using Hootsuite, increasing brand engagement by 22% and generating leads from social platforms
- Authored personalized email campaigns in Mailchimp, achieving a 14% increase in email open rates and a 9% increase in CTR