Ivy Delgado

**Marketing Manager**

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**Marketing manager with eight years of experience leading brand, digital, and product marketing initiatives in retail and tech sectors. Skilled in campaign strategy, team leadership, and multi-channel execution. Proven track record of increasing engagement and driving measurable revenue through data-informed marketing.**

# Professional Experience

**Marketing Manager**

*Onyx Retail Group, Los Angeles, CA January 2020 - Present*

 Led national product launch campaigns that generated over $6 million in sales within the first six months

 Manage a cross-functional team of 10 marketers, creatives, and analysts to drive brand growth

 Increased social media engagement by 41% through content strategy and paid media optimization

**Marketing Specialist**

*HelioTech Software, Pasadena, CA August 2016 - December 2019 * Executed email, PPC, and SEO campaigns for SaaS products, contributing to 27% annual growth  Conducted A/B tests to refine ad copy and landing pages, increasing conversion rates by 19%

 Supported rebranding initiative that included new brand guidelines and updated website content

# Key Skills

**Campaign development Content strategy**

**Digital advertising Marketing analytics Team leadership**

# Education and Certifications

Bachelor of Arts (B.A.) Marketing

University of Southern California, Los Angeles, CA | May 2016

Google Ads Search Certification Google | 2021

HubSpot Inbound Marketing Certification HubSpot | 2020