

Ivy Delgado

Marketing Manager

Los Angeles, CA 90017 | (213) 771-8932

ivy.delgado@email.com

LinkedIn | Portfolio

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