



Jesse Martin

Elementary Teacher

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Marketing manager with eight years of experience leading digital and product marketing campaigns in retail and SaaS. Excels in strategic planning, content optimization, and campaign performance analysis. Known for delivering measurable results and leading collaborative creative teams.

PROFESSIONAL EXPERIENCE

Marketing Manager

PulseTrend Media | Los Angeles, CA | January 2020 - Present

- Launched digital campaigns generating \$7.1 million in revenue over 12 months, exceeding target by 22%
- Directed a 10-member team to execute SEO, paid ads, and content, increasing site traffic by 68% YoY
- Spearheaded email automation strategy that improved open rates by 29% and doubled click-throughs

Marketing Specialist

Lumex Software | Pasadena, CA | August 2016 - December 2019

- Supported rebrand rollout across five web properties and digital channels, improving brand recognition by 33%
- Executed paid search and social campaigns that reduced cost-per-lead by 18%
- Partnered with UX team to test landing pages, increasing conversions by 21% over four quarters

CERTIFICATIONS

Google Ads Search Certification

Google | 2021

HubSpot Inbound Marketing Certification

HubSpot | 2020

EDUCATION

Bachelor of Arts (B.A.) Marketing

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

KEY SKILLS

- Brand strategy - Expert
- Campaign management - Proficient
- Content planning - Competent
- Digital analytics - Amateur
- Paid advertising - Beginner