

Gerline Wahrman

Business Marketing Manager

Profile

A Business Marketing Manager with experience increasing market share through integrated marketing campaigns. Proven ability to develop and execute budget-friendly strategies that align with business goals and objectives. Track record of success working closely with internal teams, clients, and agency partners to deliver high-impact results. Able to think outside the box to create unique solutions that generate buzzworthy interest and conversions. Skilled at managing complex projects from start to finish while maintaining a keen eye on details.

Employment History

Business Marketing Manager at Adidas - Portland, OR

Feb 2022 - Present

- Increased sales by XX% in 20XX through effective marketing campaigns.
- Developed and executed successful social media strategy resulting in X new leads per month.
- Led a team of XYZ to deliver successful promotional events across the state.
- Implemented innovative email marketing campaign that increased open rates by XY%.
- Negotiated sponsorship deal with ABC company worth \$XYZ.

Business Marketing Manager at Nike - Beaverton, OR

Aug 2019 - Dec 2021

- Reduced customer churn by 10% through targeted marketing initiatives.
- Grew revenue from new customers by 20% through effective lead generation campaigns.
- Lowered cost-per-acquisition of new customers by 30% due to improved targeting and messaging.
- Doubled click-through rates on email campaigns compared to industry average.
- Tripled conversion rate on landing pages compared to industry average.

Certificates

Chartered Institute of Marketing membership (CIM)

Apr 2018

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📍 3231 North Kings Cross,
Fayetteville, AR 72703

Education

B.S. in Marketing at University of Southern California, Los Angeles, CA

Sep 2015 - May 2019

I learned how to use Microsoft Word, Excel, and PowerPoint as well as various social media platforms.

Links

[linkedin.com/in/gerlinewahrman](https://www.linkedin.com/in/gerlinewahrman)

Skills

Business marketing

Online marketing

Social media marketing

Search engine optimization (SEO)

Content marketing

Email Marketing

Google Analytics

Languages

English

Mandarin