

Lilian Mathen

Marketing Consultant

Profile

A marketing consultant with over 6 years of experience working in the industry. I have a proven track record of developing and implementing successful marketing campaigns for my clients that have resulted in increased brand awareness and sales. I am a strategic thinker with a creative mind, and I am always looking for new ways to help my clients achieve their business goals. I am also an excellent communicator and have superb writing skills.

Employment History

Marketing Consultant at ABC LLC in Dallas, Texas

Apr 2022 - Present

- Achieved a 30% increase in sales for client within the first 6 months of engagement.
- Defined key marketing objectives and strategies that resulted in a 10x return on investment for clients.
- Successfully implemented integrated marketing campaigns (including online, PR, events, and direct mail) resulting in 20% growth in customer base year over year.
- Guided website redesigns which produced click-through rate increases of 50%.
- Led Social Media initiatives yielding followership increases by 300%.
- Ideation and execution of successful lead generation programs tripling leads from previous years.

Marketing Manager at The Marketing Dept in Houston, Texas

Sep 2016 - Mar 2022

- Successfully increased leads by 20% for their client in the first month of working with them.
- They improved website traffic for a home goods company by 25%, resulting in an increase in sales revenue by 10%.
- For a B2B SaaS start-up, they devised and executed a comprehensive content marketing strategy that boosted organic search traffic by 400% within 6 months.
- A local non-profit organization saw significant improvement under the guidance of their Marketing Consultant – volunteer signups doubled and social media engagement quadrupled within 3 months.
- In just one year, a small ecommerce business went from 0 to 100 online sales per week thanks to the direction and advice given.

Certificates

Certified Marketing Consultant (CMC)

Mar 2021

Registered Marketing Consultant (RMC)

Jan 2020

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Education

B.A. in Marketing at Northeastern University, Boston, MA

Sep 2011 - May 2016

Through my Bachelor's degree in Marketing, I have gained excellent written and verbal communication skills, as well as strong analytical and problem-solving abilities.

Links

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

Skills

Marketing Strategy

Digital Marketing

Branding

Direct Marketing

Business Consulting

Project Management

Languages

English

Indonesian