Nina foster

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| 2287 Rosemont Ave, Portland, OR 97205 | (503) 555-7240 | nina.foster@email.com | [www.linkedin.com/in/ninafoster](http://www.linkedin.com/in/ninafoster) sUMMARY Creative and data-driven Marketing Manager with 7+ years of experience leading multi-channel campaigns, driving brand growth, and optimizing conversion funnels. Proven ability to blend strategic thinking with hands-on execution in fast-paced, high-growth environments. Expert in SEO, paid media, email marketing, and team leadership. | |
| Skills   |  |  | | --- | --- | | * Google Ads, Facebook Ads Manager * HubSpot, Klaviyo, Mailchimp * Google Analytics, Looker Studio * A/B Testing, CRO | * SEO/SEM, Content Strategy * Campaign ROI Tracking * Agile Project Management * Brand Positioning | | |
| ExperiEnceMarketing Manager Bloom Digital Co. – Portland, OR August 2020 – PresentGrew inbound leads by 180% over 12 months by launching a targeted content marketing strategy (SEO + lead magnets).Managed $350K annual ad budget across Google Ads, Meta, and LinkedIn; improved ROAS by 2.4x through A/B testing.Led cross-functional team of 5 (content, design, PPC, and social); implemented agile sprint cycles.Built marketing attribution model that reduced CAC reporting gaps by 40%.Digital Marketing Specialist Solara Health – Remote June 2017 – July 2020Increased email CTR by 48% and drove 12% revenue lift via lifecycle email campaigns (Klaviyo).Executed SEO roadmap that led to 120+ first-page rankings for mid-funnel keywords.Optimized landing pages using heatmaps and analytics, boosting conversion rates by 27%.EDUCATION | |
| **B.A. in Marketing & Communications** University of Washington, Seattle – Graduated May 2017   * Minor: Data Analytics * President, Marketing Club * GPA: 3.6 |