

# John Applicant

japplicant0456@mail.com  
+1 123-456-7890



## EXPERIENCE

### Company Marketing Lead

*Travelle English School (Mar – Sep 2016)*

- Increased student enrollment by 432% during my tenure and signed 16 placement partners
- Designed teaching rotation program to attract teachers from around the world
- Marketing ROI of \$6.2 across 5 channels

### Online Marketing Execution

*Pace Media Company (Jun 2015 – Apr 2016)*

- Increased following by over 16x
- Follower to conversion rate 3%
- ROI of \$8.76 across all channels & campaigns

### Revenue Expansion Strategist

*Dive In Cruises (Jan 2015 – Jun 2015)*

- Revenue increased by 48% YoY due to these six revenue initiatives
- Company planned expansion to 3 new markets due to greater cash flow

### Web Design & E-Commerce Specialist

*Voudrais Design (Jun 2014 – Dec 2014)*

- Launched e-commerce store and specialty website within 2 months
- 1 year later, e-commerce store generates 40% of business revenues and only 7% of costs



## SKILLS

- *Marketing channels:* SEO, SEM, social media (YouTube, Twitter, Facebook, Pinterest, LinkedIn, Tumblr), email, site design and content
- *Marketing analytics* proficiency to accurately track and analyze ROI
- *International marketing* in four countries including South Korea, Japan, China, Thailand
- *Strategy analysis* including financial modeling, customer segmentation, market research
- *Web development and design* - WordPress and Adobe design suite
- *E-Commerce best* practices including software implementation, automated reporting & analytics, and outbound marketing



## EDUCATION

BS International Business from the University of Arizona (2013)

## PROFESSIONAL PORTFOLIO TABLE OF CONTENTS

### PAST MARKETING CAMPAIGNS

E-Commerce Site



[Link for full version](#)

Social Media Campaigns



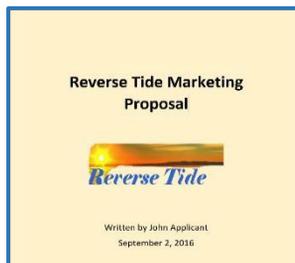
[Link for full version](#)

Direct to Customer Campaigns



[Link for full version](#)

### PROPOSAL FOR YOUR BUSINESS



[Link for full version](#)

- Ideas for your business and customers (generating awareness, converting customers, etc.)
- Expected ROI of various initiatives and campaigns
- How I Can Help

### CUSTOMER REVIEWS

John added so much value to our business...

John was hired with the goal of raising revenue...

[Link for full version](#)

### SEO DEMONSTRATION

In this video demo, I will take one of Reverse Tide's articles and show you how to improve its Google search ranking (something I can eventually do with all pages)

[Link for full version](#)



japplicant0456@mail.com



1000 Applicant St. Phoenix, AZ 85001



+1 123-456-7890

# John Applicant

japplicant0456@mail.com

+1 123-456-7890



## JOHN APPLICANT APPLIES TO REVERSE TIDE

John Applicant has launched his bid to revolutionize Reverse Tide's marketing department by applying to the online marketing manager position. According to John, "I just know I'm qualified for this position. I'm sending CEO Dan Perry a proposal for how to expand marketing to four new channels and optimize existing campaigns." John has three years of achieving outstanding results for clients across the marketing spectrum. He has built skills that are directly applicable to everything Reverse Tide does and is confident he can build substantial revenue. *Proposal Continued in Attachment 1*



## APPLICANT STARTS HIS CAREER WITH IMPACT AT TWO COMPANIES

John Applicant started a remarkable career with some really impactful jobs. As a Revenue Expansion Strategist at Dive In Cruises, revenue increased by 48% YoY from six recommended new initiatives and expanded to 3 new markets as a result of this growth. As a Web Design & E-Commerce Specialist for Vourlis Designs, Applicant developed and designed their e-commerce store and website, which led to 40% of revenue being generated online after only one year.

Through these jobs, Applicant developed some great skills to apply to future clients. From being able to develop customer strategies, build e-commerce solutions, and build an analytics platform, Applicant is positioned to help companies with substantial revenue growth. As an International Business degree holder from Arizona University, Applicant has a bright career ahead. For skill demonstrations of all these subjects, turn to Attachment 4



## PACE MEDIA COMPANY EXPANDS AT RAPID RATE

Pace Media Company has had a successful run between June 2015 – April 2016 with an increase in following by 16x and follower to conversion rate of 3%. With all that success, ROI has risen to \$8.76 across all channels and campaigns.

Talking to Pace's Chief Marketing Officer, Bob Jones, you can see recent hire John Applicant played a major role in the success. "John brought a wealth of great experience and ideas. A lot of our recent growth can be attributed to his marketing execution."

Applicant was a recent hire that was tasked with online marketing execution across six social media channels including Youtube, Facebook, Twitter, Pinterest, LinkedIn, and Tumblr. His strategies across these platforms led to a substantial portion of the revenue gains. This article continues with more detail on the job and some campaign artifacts in Attachment 3



## APPLICANT SUCCEEDS AS COMPANY MARKETING LEAD

John Applicant has achieved remarkable results in his role of lead marketer for Travelle English school, a school with 11 branches in 4 countries. Applicant designed and implemented marketing strategy to attract students, teachers, and education/ career placement partners for our graduates. CEO Jane Smith says, "Applicant was a top performer and really guided an increase in student enrollment by 432%."

While a significant accomplishment on its own, he also designed a teaching rotation program to attract teachers from around the world and achieved a marketing ROI of \$6.2 across 5 channels.

"I'm really proud", says Applicant. "Not only did I achieve great results but built a transferable skill-set in SEO, site content, Facebook, SEM, and local media, while also building marketing analytics and international marketing skills. Story continues in Attachment 2 with job samples and skill demos



japplicant0456@mail.com



1000 Applicant St. Phoenix, AZ 85001



+1 123-456-7890

# JOHN APPLICANT

Illustrating my qualifications, past and present, for Reverse Tide's Online Marketing position

## The Most Important Marketing Elements



## My Past Results



## Reverse Tide Opportunities

**Revenue Products/ Services**



I have some ideas for new Reverse Tide products, packaging existing products in different ways, and making current products more convincing to purchase

**Marketing Campaign Ideas**

I've successfully marketed to international audiences

I've built a successful e-commerce store

I've built new branding ideas and content strategies

I've written down 30 creative campaign ideas for Reverse Tide. Let's discuss each one and see if it fits your business strategy

**Awareness/ Leads**

<p><b>Followers</b> ↑ 1400% <b>Conversion</b> 0.9%</p>	<p><b>Followers</b> ↑ 1920% <b>Conversion</b> 3.1%</p>	<p><b>Followers</b> ↑ 3840% <b>Conversion</b> 2.6%</p>
<p><b>Followers</b> ↑ 800% <b>Conversion</b> 4.2%</p>	<p><b>Followers</b> ↑ 1125% <b>Conversion</b> 3.2%</p>	<p><b>Followers</b> ↑ 1640% <b>Conversion</b> 1.7%</p>

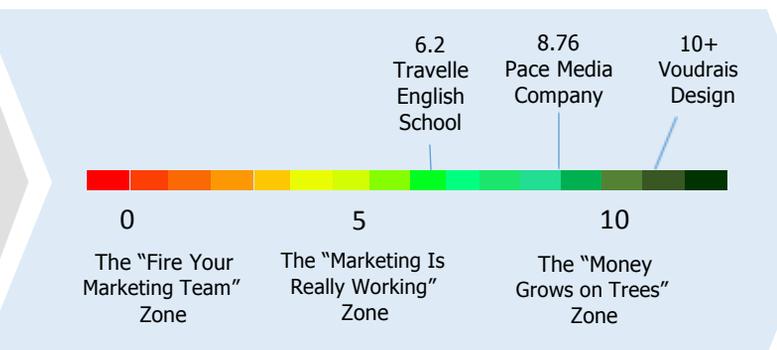
Let's get you active on all these social media networks and using the most innovative and highest conversion techniques

**Conversion**



Let's get you to #1 for key search terms. Based on prelim research, this is possible

**ROI**



Reverse Tide should have a strong ROI since your most effective channels are easily automated and high value. Let's aim for 10!

## COMPANY MARKETING LEAD

*Travelled English School (Mar 2016 – Sep 2016)*

*Lead marketer (strategy and execution) for English school with 11 branches in 4 countries. Designed and implemented marketing strategy to attract students, teachers, and education/ career placement partners for our graduates*



### KEY RESULTS

- Increased student enrollment by 432% during my tenure and signed 16 placement partners
- Designed teaching rotation program to attract teachers from around the world
- Marketing ROI of \$6.2 across 5 channels



### SKILLS ACQUIRED

- *5 marketing channel expertise* including SEO, site content, Facebook, SEM, and local media
- *Marketing analytics* proficiency to accurately track and analyze ROI
- *International marketing* navigating 4 languages and local media preferences

*See my portfolio for this position in attachment 1*

## ONLINE MARKETING EXECUTION

*Pace Media Company (Jun 2015 – Apr 2016)*

*Social media marketing execution specialist with responsibility for developing and executing campaigns across 6 social media platforms and converting followers to revenue generating customers. Leader of 4 person team*



### KEY RESULTS

- Increased following by over 16x
- Follower to conversion rate 3%
- ROI of \$8.76 across all channels & campaigns



### SKILLS ACQUIRED

Media and conversion strategy across six platforms:



YouTube



Twitter



Facebook



Pinterest



LinkedIn



Tumblr

*See my portfolio for this position in attachment 2*

## REVENUE EXPANSION STRATEGIST

*Dive In Cruises (Jan 2015 – Jun 2015)*

*Revenue generation strategies for small cruise company. Developed business case & execution map for 6 revenue expansion ideas including new products/services and customer expansion*



### KEY RESULTS

- Revenue increased by 48% YoY due to these six revenue initiatives
- Company planned expansion to 3 new markets due to greater cash flow



### SKILLS ACQUIRED

- *Strategy analysis* by completing financial projections for new revenue sources
- *Customer strategy* through market research, focus groups, campaign analysis, and segmentation
- *Financial modeling* by building the cost/benefit NPV model

*See my portfolio for this position in attachment 3*

## WEB DESIGN & E-COMMERCE SPECIALIST

*Voudrais Design (Jun 2014 – Dec 2014)*

*Designed boutique clothing store's website and launched an e-commerce business for online sales.*



### KEY RESULTS

- Launched e-commerce store and specialty website within 2 months
- 1 year later, e-commerce store generates 40% of business revenues and only 7% of costs



### SKILLS ACQUIRED

- *Web development and design* by self-teaching myself Wordpress and Adobe design suite and putting it into practical use
- *E-Commerce* best practices including software implementation, automated reporting & analytics, and outbound marketing

*See my portfolio for this position in attachment 4*



## ADDITIONAL NOTEWORTHY ITEMS

- BS International Business from the University of Arizona (2013)
- Significant self-study: Best practices in modern marketing, web development, design, financial modeling, data analytics
- Personal media accounts with over 140k unique followers (strong network for use by future clients)
- Outstanding reviews from all prior clients (see my portfolio)

## LESSONS LEARNED FROM PROJECTS

Lesson	How to Leverage this for Reverse Tide
 <b>SEO ROI is huge</b>	Reverse Tide has tremendous opportunities to improve search engine rank for common search terms. In researching the site, I've already assembled a 30 point list of opportunities. The ROI for such initiatives is always extremely strong
 <b>Conversion rates increase substantially from simplicity</b>	There are opportunities to direct customers more easily to paid products and organize the site in a customer friendly way
 <b>Partnerships drive the most leads</b>	The scope of Reverse Tide's services is extremely valuable to many people and many businesses and influencers would love to align with this. We could reach out to many people for content sharing, joint site linking, and other partner projects
 <b>Analytics drive outstanding strategic refinement</b>	Reverse Tide appeals to many groups and should thus have presence all over. We can build an automated analytics and reporting capability for each so strategic decisions are driven by data
 <b>Expanding content distribution always increases potential</b>	Reverse Tide's strength is its outstanding content. We need to get this in the hands of more potential customers. I have many ideas to achieve this goal
 <b>Much more...</b>	I have tons of ideas across online marketing. Strategies that have worked at past clients, new campaign ideas, and expanded marketing effectiveness. We can achieve amazing things!

## Please See my Portfolio!

- Work samples
- Finished products for prior clients
- Design work
- Writing sample
- Client reviews and testimonials

# Mary Applicant

 japplicanto456@mail.com

 1000 Applicant St. Phoenix, AZ 85001

 +1 123-456-7890

## Skills

 **Marketing channels:** SEO, SEM, social media (YouTube, Twitter, Facebook, Pinterest, LinkedIn, Tumblr), email, site design and content

 **Marketing analytics** proficiency to accurately track and analyze ROI

 **International marketing** in four countries including South Korea, Japan, China, Thailand

 **Strategy analysis** including financial modeling, customer segmentation, market research

 **Web development and design** - Wordpress and Adobe design suite

 **E-Commerce** best practices including software implementation, automated reporting & analytics, and outbound marketing

## Custom Portfolio

 **Past Marketing Campaigns** – [LINK](#) 

 **Proposal For YOUR Business** – [LINK](#) 

 **Customer Reviews** – [LINK](#) 

 **SEO Demonstration** - [LINK](#) 

## Education

 **BS International Business from the University of Arizona (2013)**

 **Significant self-study: Modern marketing, web development, design, financial modeling, data analytics**

## Experience



### **Company Marketing Lead**

*Travelle English School (Mar – Sep 2016)*

- Increased student enrollment by 432% during my tenure and signed 16 placement partners
- Designed teaching rotation program to attract teachers from around the world
- Marketing ROI of \$6.2 across 5 channels



### **Online Marketing Execution**

*Pace Media Company (Jun 2015 – Apr 2016)*

- Increased following by over 16x
- Follower to conversion rate 3%
- ROI of \$8.76 across all channels & campaigns



### **Revenue Expansion Strategist**

*Dive In Cruises (Jan 2015 – Jun 2015)*

- Revenue increased by 48% YoY due to these six revenue initiatives
- Company planned expansion to 3 new markets due to greater cash flow



### **Web Design & E-Commerce Specialist Voudrais**

*Design (Jun 2014 – Dec 2014)*

- Launched e-commerce store and specialty website within 2 months
- 1 year later, e-commerce store generates 40% of business revenues and only 7% of costs

# Mary Applicant

 japplicanto456@mail.com

 1000 Applicant St. Phoenix, AZ 85001

 +1 123-456-7890

2013: BS International  
Business from the  
University of Arizona

## WEB DESIGN & E-COMMERCE SPECIALIST

*Voudrais Design (Jun 2014 – Dec 2014)*  
Launched e-commerce store and specialty website within 2 months 1 year later, e-commerce store generates 40% of business revenues and only 7% of costs

## REVENUE EXPANSION STRATEGIST

*Dive In Cruises (Jan 2015 – Jun 2015)*

Revenue increased by 48% YoY due to these six revenue initiatives  
Company planned expansion to 3 new markets due to greater cash flow

## COMPANY MARKETING LEAD

*Travelle English School  
(Mar – Sep 2016)*

- Increased student enrollment by 432% during my tenure and signed 16 placement partners
- Designed teaching rotation program to attract teachers from around the world
- Marketing ROI of \$6.2 across 5 channels

## ONLINE MARKETING EXECUTION

*Pace Media Company  
(Jun 2015 – Apr 2016)*

- Increased following by over 16x
- Follower to conversion rate 3%
- ROI of \$8.76 across all channels & campaigns

## SKILLS I OFFER...

Marketing channels: SEO, SEM, social media (YouTube, Twitter, Facebook, Pinterest, LinkedIn, Tumblr), email, site design and content

Marketing analytics proficiency to accurately track and analyze ROI

International marketing in four countries including South Korea, Japan, China, Thailand

Strategy analysis including financial modeling, customer segmentation, market research

Web development and design - Wordpress and Adobe design suite

E-Commerce best practices including software implementation, automated reporting & analytics, and outbound marketing

# JOHN APPLICANT

 japplicant0456@mail.com

 1000 Applicant St. Phoenix, AZ 85001

 +1 123-456-7890

## EXPERIENCE



### Company Marketing Lead

*Travelle English School (Mar - Sep 2016)*

- ☑ Increased student enrollment by 432% during my tenure and signed 16 placement partners
- ☑ Designed teaching rotation program to attract teachers from around the world
- ☑ Marketing ROI of \$6.2 across 5 channels

### Online Marketing Execution

*Pace Media Company (Jun 2015 - Apr 2016)*

- ☑ Increased following by over 16x
- ☑ Follower to conversion rate 3%
- ☑ ROI of \$8.76 across all channels & campaigns

### Revenue Expansion Strategist

*Dive In Cruises (Jan 2015- Jun 2015)*

- ☑ Revenue increased by 48% YoY due to these six revenue initiatives
- ☑ Company planned expansion to 3 new markets due to greater cash flow

### Web Design & E-Commerce Specialist

*Yourlis Design (Jun 2014 - Dec 2014)*

- ☑ Launched e-commerce store and specialty website within 2 months
- ☑ 1 year later, e-commerce store generates 40% of business revenues and only 7% of costs

## SKILLS



### Marketing

SEO ●●●●●

Significant experience assessing keywords and improving search rank

Social Media ●●●●●

Twitter, Facebook, YouTube, LinkedIn, Pinterest, Tumblr

International ●●●●○

Significant experience in Asia and North America

### Technical

Web Design ●●●○○

Adobe Illustrator and optimizing Wordpress tools

Web Dev ●●○○○

Intermediate HTML/CSS and using Wordpress tools (E-Commerce)

Analytics ●●●●●

Tracking ROI and other KPIs; analytics software, A/B testing

## EDUCATION



**Bachelor Science International Business**  
*University of Arizona (May 2013)*



### **Continuing Education (Self-Study)**

*Modern marketing, web development, design, financial modeling, data analytics*

# John Applicant

Full Professional Portfolio –  
japplicantportfolio.com

## BUILDING RESULTS FOR CLIENTS

432%

432% increase in student enrollment for Travelle English School and...



Increase in company following for Pace Media Company



16 new placement partners



Generated of revenue from new e-commerce store



3% follower to conversion rate (greater than industry average)



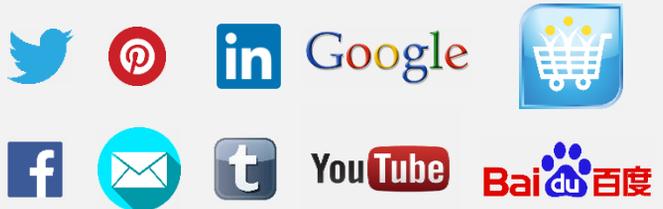
48% YoY revenue increase for Dive In Cruises

## Skills

### Global Marketing



### Channel Best Practices...

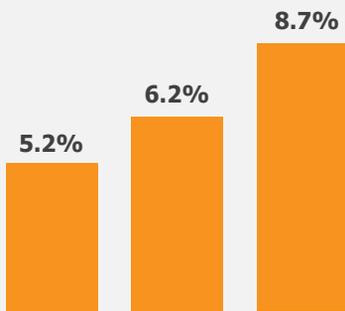


### Financial Modeling & Analytics



## BUILDING RESULTS FOR CLIENTS

### Industry average



My results vs the average marketing team

## IDEAS FOR REVERSE TIDE



Increase followers



Build an analytics platform



Improve ease of purchase



Create partnerships with top influencers

## & More...

*For full proposal and ideas, see Attachment 1*

# JOHN APPLICANT

Highlighting my biggest accomplishments and demonstrations of how I can help YOU

## Contact Details



+1 123-456-7890



japplicant0456@mail.com



### SEO Demonstration

Click the video for my demonstration of how to improve search rank for one of Reverse Tide's article...



### Analytics Video

Click the video for my demonstration of how I measure performance (tools, metrics, methods)...



### Marketing Campaigns Slideshow

Each picture in this slideshow is a screenshot of different online marketing campaigns I've done...



### Career Accomplishments

*Company Marketing Lead  
Travelle English School (Mar – Sep 2016)*

- ❖ Increased student enrollment by 432% during my tenure and signed 16 placement partners
- ❖ Designed teaching rotation program to attract teachers from around the world
- ❖ Marketing ROI of \$6.2 across 5 channels



### Revenue Expansion Strategist

*Dive In Cruises (Jan 2015 – Jun 2015)*

- ❖ Revenue increased by 48% YoY due to these six revenue initiatives
- ❖ Company planned expansion to 3 new markets due to greater cash flow



### Online Marketing Execution

*Pace Media Company (Jun 2015 – Apr 2016)*

- ❖ Increased following by over 16x
- ❖ Follower to conversion rate 3%
- ❖ ROI of \$8.76 across all channels & campaigns



### Web Design & E-Commerce Specialist

*Voudrais Design (Jun 2014 – Dec 2014)*

- ❖ Launched e-commerce store and specialty website within 2 months
- ❖ 1 year later, e-commerce store generates 40% of business revenues and only 7% of costs



### Reverse Tide Proposal Presentation

See the embedded powerpoint presentation for a listing of everything I want to achieve with Reverse Tide. My approach, specific ideas for your business and customers, and some opportunities you can take advantage of...



# MARY APPLICANT

Highlighting my biggest accomplishments and demonstrations of how I can help YOU

## Contact Details



+1 123-456-7890



japplicant0456@mail.com



### SEO Demonstration

Click the video for my demonstration of how to improve search rank for one of Reverse Tide's article...



### Analytics Video

Click the video for my demonstration of how I measure performance (tools, metrics, methods)...



### Marketing Campaigns Slideshow

Each picture in this slideshow is a screenshot of different online marketing campaigns I've done...



### Career Accomplishments

*Company Marketing Lead  
Travelle English School (Mar – Sep 2016)*

- ❖ Increased student enrollment by 432% during my tenure and signed 16 placement partners
- ❖ Designed teaching rotation program to attract teachers from around the world
- ❖ Marketing ROI of \$6.2 across 5 channels



### Revenue Expansion Strategist

*Dive In Cruises (Jan 2015 – Jun 2015)*

- ❖ Revenue increased by 48% YoY due to these six revenue initiatives
- ❖ Company planned expansion to 3 new markets due to greater cash flow



### Online Marketing Execution

*Pace Media Company (Jun 2015 – Apr 2016)*

- ❖ Increased following by over 16x
- ❖ Follower to conversion rate 3%
- ❖ ROI of \$8.76 across all channels & campaigns



### Web Design & E-Commerce Specialist

*Voudrais Design (Jun 2014 – Dec 2014)*

- ❖ Launched e-commerce store and specialty website within 2 months
- ❖ 1 year later, e-commerce store generates 40% of business revenues and only 7% of costs



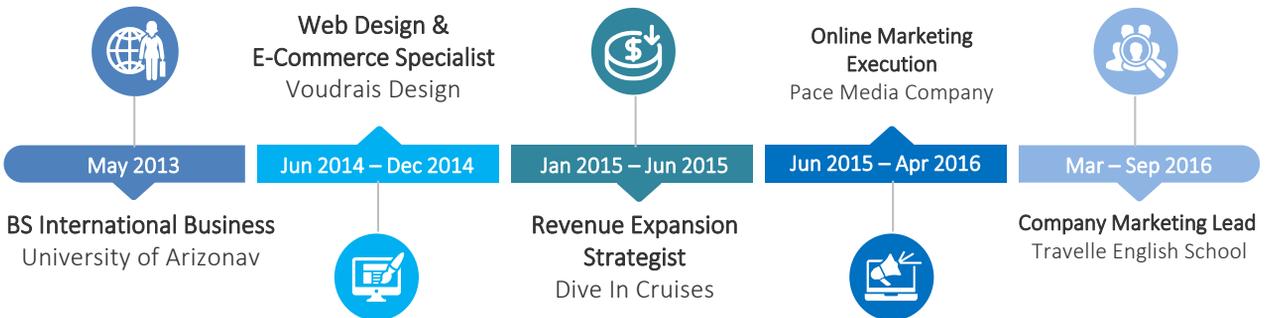
### Reverse Tide Proposal Presentation

See the embedded powerpoint presentation for a listing of everything I want to achieve with Reverse Tide. My approach, specific ideas for your business and customers, and some opportunities you can take advantage of...



# JOHN APPLICANT

## Professional Timeline



## Professional Timeline

### Student Enrollment Campaigns

- Client: Travelle English School
- Goal: Expand student enrollment for their English schools in China, Japan, and South Korea
- Result: Increased enrollment by 432% for an ROI of \$6.2
- [Link to Campaign Artifacts](#)

### Content Awareness Campaign

- Client: Pace Media Company
- Goal: Generate awareness of media content and products
- Result: Increased following by 16x with a conversion rate of 3% and ROI of \$8.76
- [Link to Campaign Artifacts](#)

### E-Commerce Site

- Client: Voudrais Design
- Goal: Build an e-commerce site that fits branding and generates online revenue
- Result: Store generates 40% of revenues and only 7% of costs
- [Link to E-Commerce Site](#)

## Demonstrations of my skills

### Student Enrollment Campaigns

- Contents: Showing you how I optimize search engine results using a Reverse Tide article
- [Link to SEO Video Demo](#)

### Content Awareness Campaign

- demonstration
- Contents: Showing you the tools and approach I use to tracking and evaluating marketing performance
- [Link to Analytics Video Demo](#)

### International Perspectives

- Contents: An article I wrote detailing the differences when marketing in various locations
- [Link to Article](#)

## Customer Reviews & Testimonials

Customer Reviews  
This page is a compilation of the reviews and testimonials of former clients and co-workers. I have also included media commentary regarding my work  
[Link to Reviews Compilation](#)

## Reverse Tide Proposal

8. Specific Proposal – I've created a presentation on various ideas I have for Reverse Tide. Some areas of marketing opportunity, how I'd approach the job, campaign ideas, and more. [Link to Proposal](#)

# John Applicant

Full Professional Portfolio –  
japplicantportfolio.com

## BUILDING VALUE

**432%** 432% increase in student enrollment for Travelle English School and...



Increase in company following for Pace Media Company



16 new placement partners



Generated 40 of revenue from new e-commerce store



3% follower to conversion rate (greater than industry average)



48% YoY revenue increase for Dive In Cruises

## SKILLS

*I've accumulated many skills through experience and learning. These are the skills that I'd like to bring to Reverse Tide...*

### Global Marketing



### Channel Best Practices...



Google



YouTube

Baidu 百度

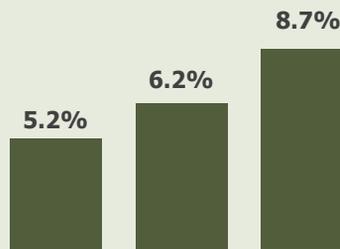
### Financial Modeling & Analytics



## RETURN ON INVESTMENT

### Industry average

*ROI is my primary goal. It costs money to make money (my compensation included). However, I aim to create \$10 in sales for every \$1 spent...*



My results vs the average marketing team

**3%**  
follower to conversion rate (greater than industry average)

### Specific ideas for Reverse Tide...

This resume is merely a summary of past work and present value...



Increase followers



Improve ease of purchase



Build an analytics platform



Create partnerships with top influencers

**Full Professional Portfolio**  
japplicantportfolio.com

**& More...**

*For full proposal and ideas, see Attachment 1*

# JOHN APPLICANT

 japplicant0456@mail.com

 1000 Applicant St. Phoenix, AZ 85001

 +1 123-456-7890

I'd love to discuss my specific ideas for Reverse Tide and how my experience makes me an ideal candidate

## A BRIEF PROFESSIONAL BIO



**Company Marketing Lead**  
*Travelle English School (Mar - Sep 2016)*



**Online Marketing Execution**  
*Pace Media Company (Jun 2015 - Apr 2016)*



**If-studSey**  
*Modern marketing, web development, design, financial modeling, data analytics*



**Revenue Expansion Strategist**  
*Dive In Cruises (Jan 2015 - Jun 2015)*



**Web Design & E-Commerce Specialist**  
*Voudrais Design (Jun 2014 - Dec 2014)*



**Bachelor of Science - International Business**  
*University of Arizona (2013)*

## HOW I THINK ABOUT MARKETING



### Observation & Learning



**Which marketing channels work best?**  
*I have experience in SEO, SEM, social media (YouTube, Twitter, Facebook, Pinterest, LinkedIn, Tumblr), email, site design and content. However, they key is finding out who your customer is and where they're located (or looking for you). Then adapt content/message accordingly.*



**How are the top brands gaining awareness and converting customers?**  
*I have worked for four unique brands and have studied the strategies that work best. I have experimented with different strategies and observed the results. I have seen how each geography works (having done campaigns in China, Japan, South Korea, Thailand, and the USA, each has been different). I'd love to discuss what I've learned and can bring to Reverse Tide as a result of these learnings.*

### Strategy



**Formulating Initial Strategy**  
*It's all about the goals of the company. Some want to build awareness. Some seek new customers. Some are establishing themselves in a new market. The campaign should reflect the goal and be tracked accordingly.*



**Preparing for success**  
*I will usually define and segment the target customers by demographics and other attributes. I will conduct market research and test the strategy on a focus group. I will prepare a detailed financial model with key performance indicators and expected results in both revenue and cost. Preparing is key, however, it is also critical to maintain flexibility. Just prior to launch, it is important to get strategic feedback from company management and ensure the campaign fits the company strategy and brand.*

## EXECUTION



**I've done a lot in my career...**  
*From building a successful e-commerce site from scratch and seeing it source 40% of revenue, to signing up strategic partners to increase our customer base by 432%. From expanding products and initiatives to increase revenue by 48% YoY, to expanding our online presence across channels and seeing following increase by 16x. I've done a lot and am versatile in my approach to getting the job done.*



**Measuring Return on Investment Is What It's All About**  
*The key to successful marketing is tracking results and doubling down on what is working, while eliminating what is not. I always set up a robust tracking and analytics program to measure ROI and other key metrics. The results of this speak for themselves. In leading marketing efforts, I have achieved ROI of \$6.2 and \$8.7 vs the industry average of \$5.1.*

# John

# Applicant

 japplicant0456@mail.com

 +1 123-456-7890



## International marketing

in four countries including South Korea, Japan, China, Thailand



**E-Commerce** best practices including software implementation, automated reporting & analytics, and outbound marketing



## Marketing channels:

SEO, SEM, social media (YouTube, Twitter, Facebook, Pinterest, LinkedIn, Tumblr), email, site design and content



## Marketing analytics

proficiency to accurately track and analyze ROI



## Strategy analysis

including financial modeling, customer segmentation, market research



## Web development and design -

Wordpress and Adobe design suite



## Online Marketing Execution

*Pace Media Company*



- Increased following by over 16x
- Follower to conversion rate 3%
- ROI of \$8.76 across all channels & campaigns

*(Jun 2015 - Apr 2016)* [LINK to work samples](#)



## Company Marketing Lead

*Travelle English School*



- Increased student enrollment by 432% during my tenure and signed 16 placement partners
- Designed teaching rotation program to attract teachers from around the world
- Marketing ROI of \$6.2 across 5 channels

*(Mar - Sep 2016)* [LINK to work samples](#)

## Revenue Expansion Strategist

*Dive In Cruises*

- Revenue increased by 48% YoY due to these six revenue initiatives
- Company planned expansion to 3 new markets due to greater cash flow

*(Jan 2015 - Jun 2015)*

[LINK to work samples](#)

# John Applicant

## Contact Details



+1 123-456-7890



japplicant0456@mail.com



## Web development and design -

Wordpress and Adobe design suite



## Marketing channels:

SEO, SEM, social media (YouTube, Twitter, Facebook, Pinterest, LinkedIn, Tumblr), email, site design and content



## International marketing

in four countries including South Korea, Japan, China, Thailand



## Marketing analytics

proficiency to accurately track and analyze ROI



**E-Commerce** best practices including software implementation, automated reporting & analytics, and outbound marketing



## Strategy analysis

including financial modeling, customer segmentation, market research



## Online Marketing Execution

*Pace Media Company*



- Increased following by over 16x
- Follower to conversion rate 3%
- ROI of \$8.76 across all channels & campaigns

(Jun 2015 - Apr 2016) [LINK to work samples](#)



## Company Marketing Lead

*Travelle English School*



- Increased student enrollment by 432% during my tenure and signed 16 placement partners
- Designed teaching rotation program to attract teachers from around the world
- Marketing ROI of \$6.2 across 5 channels

(Mar - Sep 2016) [LINK to work samples](#)

## Revenue Expansion Strategist

*Dive In Cruises*

(Jan 2015 - Jun 2015)

- Revenue increased by 48% YoY due to these six revenue initiatives
- Company planned expansion to 3 new markets due to greater cash flow

[LINK to work samples](#)



**Company Marketing Lead**

**Travelle English School (Mar – Sep 2016)**

- Increased student enrollment by 432% during my tenure and signed 16 placement partners
- Designed teaching rotation program to attract teachers from around the world
- Marketing ROI of \$6.2 across 5 channels



**1) Before and after marketing comparison**

I've created a short presentation analyzing improvements made to this company's marketing using a before/after comparison

[LINK](#)



**Online Marketing Execution**

**Pace Media Company (Jun 2015 – Apr 2016)**

- Increased following by over 16x
- Follower to conversion rate 3%
- ROI of \$8.76 across all channels & campaigns



**2) Marketing campaign samples**

We did many campaigns across various online mediums. I have compiled many to illustrate my marketing execution

[LINK](#)



**Revenue Expansion Strategist**

**Dive In Cruises (Jan 2015 – Jun 2015)**

- Revenue increased by 48% YoY due to these six revenue initiatives
- Company planned expansion to 3 new markets due to greater cash flow



**3) Revenue Analysis**

I've created a document to analyze the revenue generating activities of this company before and after the strategy I implemented

[LINK](#)



**Web Design & E-Commerce Specialist Voudrais Design (Jun 2014 – Dec 2014)**

- Launched e-commerce store and specialty website within 2 months
- 1 year later, e-commerce store generates 40% of business revenues and only 7% of costs



**4) Website demo**

Video demonstration of all the features of this website and showcasing the e-commerce user experience

[LINK](#)

# John Applicant



japplicant0456@mail.com  
+1 123-456-7890



E-Commerce best practices including software implementation, automated reporting & analytics, and outbound marketing



**5) E-Commerce capability sheet**

List and illustration of all the features I can add for your e-commerce store

[LINK](#)



Web development and design - Wordpress and Adobe design suite



**6) My design samples**

A collection of designs I've done for various purposes (with explanation)

[LINK](#)



Strategy analysis including financial modeling, customer segmentation, market research



**7) Strategy analysis for YOUR BUSINESS**

Identifying your customers, potential customers, competitors, and more

[LINK](#)



International marketing in four countries including South Korea, Japan, China, Thailand



**8) Country profiles**

Explaining learnings from marketing to customers in these four countries

[LINK](#)



Marketing analytics proficiency to accurately track and analyze ROI



**9) Analytics resource plan**

Software, applications, and processes for Reverse Tide to use analytics

[LINK](#)



Marketing channels: SEO, SEM, social media (YouTube, Twitter, Facebook, Pinterest, LinkedIn, Tumblr), email, site design and content



**10) Reverse Tide Marketing Proposal**

How Reverse Tide can take advantage of each marketing channel

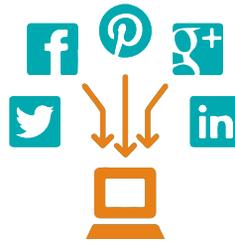
[LINK](#)

# John Applicant

Full Professional Portfolio –  
japplicantportfolio.com

**6.2!** Why we spend money on marketing after all

**8.7!** Compare that to an industry average of 5.1 and I've exceeded benchmark for my clients



Mastering the online marketing channels is no child's play. I have experience across the most popular mediums and have tested so many strategies, I'm confident in what works to gain awareness and convert followers into customers

## Marketing Analytics

I have proficiency building predictive financial models and tracking performance in each channel and campaign



## The Customer



Conducting market research, segmenting customers, and setting up feedback mechanisms is crucial to success

## Expanding to China!



At Travelle English School, I learned how to build an international marketing toolkit so we can reach global customers using local language, traditions, and culture



Search engine optimization and advertising is key. I've found that this has the biggest impact to any business I've worked at.

For this reason, I've developed top SEO and SEM skills and frequently stay up to date with them



**Design & Dev Skills**



At Voudrais Designs, I built an e-commerce store that generates 40% of revenue one year later



**BIG SALE**

**SPECIAL OFFER**

**BUY NOW**

I've done sales, special promotions, cross-selling, up-selling, and virtually every other marketing tactic. The results are strong. Increasing following by 16x at Pace Media Company. Increase enrollment by 432% at Travelle English School. Expand to new markets. Anything is possible with good marketing

At Dive In Cruises, I increased revenue by 50% YoY from six revenue strategies



## How Can We Apply This To Reverse Tide?

- ✓ Increase followers
- ✓ Build an analytics platform
- ✓ Improve ease of purchase
- ✓ Create partnerships with top influencers
- ✓ Repackage products toward custom segments