**VANESSA PLUM**

**Phone number | Email | LinkedIn profile URL**

**PROFESSIONAL SUMMARY**

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| **SYSTEMS** | **SKILLS** | **COMPETENCIES** |
| * Microsoft Office * WordPress * SAP * Salesforce | * Technical writing * Content marketing * Lead nurturing * UX Design | * Languages (list) * Relationship management * Creative problem solving |

**ACHIEVEMENTS**

* **500% traffic increase (XYZ Organisation)**

An increase of 500% in traffic year-on-year.

Staff leadership of a team of ten.

* **Won the Marketing Excellence Award 2021 (XYZ Organisation)**

United and motivated a team of five. Customer service scores increased 55% year-on-year.

* **Increased leads by 40% year-on-year (XYZ Organisation)**

Designed and executed a lead nurturing campaign to support the sales team.

**WORK EXPERIENCE**

**Job title,** XYZ Organisation (*July 2020 – Present)*

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**Job title,** XYZ Organisation (*June 2015 – June 2020)*

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**Job title,** XYZ Organisation (*January 2014 – May 2015)*

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**EDUCATION & QUALIFICATIONS**

**Bachelor of Business (Marketing),** ABC University (*December 2013)*

Developed a solid foundation in marketing thinking and strategies to drive organisational growth and performance.

**SEO course,** XYZ Institution (*July 2015)*

Gained specialist Search Engine Optimisation (SEO) expertise.

**REFERENCES**

References available upon request.