



Joseph L. Smith

Growth marketing aficionado who loves to analyze data

Details

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San Francisco
US

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marketingaficionado.com



Tools of the trade

Google Analytics
Facebook ads manager
Sendgrid
Intercom
Hotjar
Excel & Google Sheets

Languages

English
Native
Spanish
Conversational

Hobbies

Reading and learning about marketing and startups.
Building and testing marketing practices through my blog.
Running and workout. Also part of the local soccer team.

Profile

Currently working as a Marketing Manager at Netflix with a mission of building and executing marketing activities to grow the subscriber base in the US. Previously worked as an Analyst at Spotify, with primary focus on analyzing and identifying areas of churn for business operations.

Passionate about growth marketing & startups!

Experience

Marketing Manager - Netflix, San Francisco, USA

Sep 2017 - currently employed

- Set up, managed & tracked a marketing plan budget of \$250k across all digital and offline channels that generated an ROI of +370%.
- Accelerated sales growth rate 30% by launching, A/B testing and optimizing paid social and email marketing campaigns.
- Develop and present reporting presentations, showcasing results and recommendations based on past performance and strategy.
- Heavily involved in webinars, hackathons, keynotes, customer support, launching new products and in developing projects with C-Level executives.

Analyst - Spotify, Stockholm, Sweden

Sep 2014 - Feb 2017

- Analyzed, highlighted and reported potential areas of business improvements related to financial and key operational processes to company management.
- Successfully delivered timely financial statements, controls testing and assurance engagements for more than 15 projects in one year.
- Managing large and complex data sets from various platforms and discovering ways to automate and/or optimize current processes.
- Piloted and executed a churn strategy, which saw a decrease in churn of 15% in the UK market.

Education

MSc Strategic Marketing - Liberty School of Management

Sep 2010 - Jul 2014

- Graduated with distinction

BSc Business & Management - EW Business & Economics School

Sep 2008 - Jul 2010

Certificates

Inbound Marketing Certificate Hubspot Academy

Digital Analytics Fundamentals Google Analytics Academy

Most proud of

Awarded

- the most entrepreneurial student in MSc Strategic Business Marketing

Building

- my personal marketing blog marketingaficionado.com to 25k visitors per month

Booktok Trending Resume Template Update

Richard Bolles,Resume Maker

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Resumes That Work: Your Guide to Writing a Great Resume, Effectively Marketing

Youself and Getting Your Next Job Tom Dushaj,2018-01-09 In this book you will learn what employers really want to see on a resume and the critically important things that you need to put in your resume that will land you your next job You will also learn how to use social media to network and to reach the right decision makers who hire Here are several other valuable things you will find in this book Writing a killer Resume that gets interviews Resume writing mistakes and how to avoid them Sample Resume formats and how to use them in every situation Creative ways of finding a job that many people don t know about Detailed steps on how to prepare for and ace an interview and how to handle tough interview questions with confidence How to use power keywords in your resume and cover letters What you should know about Career job boards the risks and rewards Sample Cover and Follow up letters that get read How to work with recruiting firms What you need to know about Aptitude Testing How to prepare and get interviews at Career Fairs When and how to talk about an offer and how to renegotiate your current salary Much more

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