

Digital marketing CV -- worked example

An illustrative example candidate, written to show the achievement-bullet formula in use.

This is an invented example, not a real person and not a real employment history. It exists to show the shape of a strong bullet against a weak one. Do not copy the figures -- write your own.

A. Candidate -- illustrative example

Digital Marketing Manager -- SaaS search acquisition · city · email · linkedin · portfolio

Summary

Digital marketing manager specialising in SaaS search acquisition. I work with 10 to 60 person software companies on SEO and paid search, and I am usually brought in to fix attribution before anyone scales spend.

Experience

Digital Marketing Manager -- Example SaaS Co. Mar 2023 - present

A 40-person B2B software company selling to operations teams. Owned SEO, paid search and reporting.

- Rebuilt six service pages around bottom-of-funnel terms, lifting non-paid enquiries from 8 to 21 a month over two quarters with no increase in budget.
- Found and fixed a channel-grouping fault that had been crediting paid traffic to organic for 14 months, which changed how the whole budget was allocated.
- Restructured the paid search account around break-even CPA, cutting spend 18% while holding conversion volume flat.

Marketing Executive -- Example Agency Jun 2020 - Feb 2023

A 12-person agency. Ran search and reporting for eight retained clients.

- Built the reporting template adopted across all eight accounts, cutting monthly reporting from two days to four hours.
- Took one client from no tracking to a working conversion setup, which is what made their renewal defensible.

Why those bullets work

	Bullet
Weak	Responsible for managing the company's SEO and content strategy.
Strong	Rebuilt six service pages around bottom-of-funnel terms, lifting non-paid enquiries from 8 to 21 a month over two quarters with no increase in budget.

The weak version describes a job description. The strong version describes a result, and the constraint is what makes it credible.

The shape: Action + what you changed + the measured result + the constraint you worked within

What to show per discipline

Discipline	What a bullet should contain
SEO	Which pages you changed, the visibility or enquiry movement, and over what period.
Paid search	Account restructure, CPA movement, and what you stopped spending on.
Paid social	The winning creative angle and how you found it.
Email	Segmentation or automation you built, and the change in revenue per send.
Analytics	What you fixed or built, and the decision it made possible.
Management	Team size, what you changed about how work happened, and the throughput result.

Getting through an applicant tracking system

- Use a single-column layout. Two columns are read out of order by many parsers.
- Put job titles and dates in plain text, not inside a table, header or text box.
- Save as PDF unless the posting explicitly asks for .docx.
- Use the job title the posting uses, if it is honestly your role. "Digital Marketing Manager" and "Growth Marketing Manager" are not interchangeable to a keyword filter.
- Skip the photo, the skills bar charts and the logos. None of them survive parsing and none of them are read.

Common mistakes

- A duty list instead of achievements. Anybody in the role had those duties.
- Percentages with no starting number. "Grew traffic 300%" from what?
- Every tool you have ever opened, which dilutes the ones you are genuinely strong in.
- A two-page résumé where page two is a skills word cloud.
- One résumé sent to every posting, so it matches none of them well.
- No portfolio or published work linked, in a field where the work is public by nature.

If you cannot share numbers

Confidentiality is normal and is not a reason to invent figures. Describe the decision, the constraint and the direction of change: "reduced cost per enquiry by roughly a third over two quarters, within a fixed budget" is credible and safe. A fabricated exact percentage is the kind of claim that unravels in an interview.