Monique Hollis

New York, NY · monique.hollis@example.com · (212) 555-0149 · linkedin.com/in/example-monique-hollis

My Key Qualifications

- Leads **integrated go-to-market strategy** for personal loans acquisition across paid search, paid social, CRM, and partner channels, delivering 18% year-over-year growth in funded accounts in 2025.
- Manages a **$7.8M annual media and CRM portfolio**, improving blended CAC from $286 to $254 over four quarters through budget reallocation and weekly forecast pacing.
- Currently **manages and mentors 5 marketers** at LendingClub, raising on-time campaign delivery from 81% to 95% within two planning quarters.
- Measurement depth includes **incrementality testing with holdout design** that identified 11% incremental lift in approved applications, plus cohort analysis that lifted 90-day funded-account retention from 68% to 73%.
- Builds **executive reporting on CAC, LTV, ROAS, retention, and revenue contribution**, standardizing Tableau views and Excel templates to cut monthly review prep from 3 days to 1.
- Hands-on across **GA4, Adobe Analytics, Salesforce, Google Ads, Meta Ads Manager, and DV360**, with Looker and Tableau for advanced reporting.
- Entire career in **regulated consumer finance**: LendingClub, Betterment, First Republic Bank, and Discover, partnering routinely with compliance on messaging and approvals.

Experience

Senior Marketing Manager — **LendingClub**, a digital financial services marketplace and bank

May 2022 – Present · 4 yrs 6 mos

- Led go-to-market strategy for a personal loans acquisition program spanning paid search, paid social, CRM, and partner channels, aligning channel plans, offer strategy, and creative testing across marketing, analytics, and product stakeholders. Result: 18% year-over-year growth in funded accounts in 2025.
- Managed a $7.8M annual media and CRM investment portfolio, reallocating budget toward higher-performing audiences and running weekly channel-level forecast reviews. Improved blended CAC from $286 to $254 over 4 quarters.
- Established an incrementality testing roadmap for acquisition channels with the analytics team, covering holdout design, audience rules, and measurement windows. Holdout-tested CRM retargeting audiences showed 11% incremental lift in approved applications.
- Built executive reporting for monthly business reviews, standardizing Tableau views and Excel templates for CAC, LTV, retention, and revenue contribution by channel, cutting reporting prep from 3 days to 1 day per cycle.
- Manage and mentor a team of 3 marketing managers and 2 specialists, introducing launch checklists, review cadences, and clearer ownership for compliance and creative approvals. On-time campaign delivery rose from 81% to 95% within 2 planning quarters.

Sample resume made with Specific Resume · specificresume.com

- Partner with analytics, product, compliance, creative, and media teams on audience strategy, test design, attribution, and launch readiness, and lead annual and quarterly planning, budget management, and performance targets for acquisition and lifecycle campaigns.

Marketing Manager, Growth — **Betterment**, a digital investment and personal finance platform

Feb 2019 – Apr 2022 · 3 yrs 2 mos

- Launched integrated acquisition campaigns for taxable investing and retirement products, coordinating channel strategy across Google Ads, Meta Ads Manager, and CRM journeys with product-specific messaging, and grew new account starts 22% year over year in 2021.
- Introduced cohort-based retention reporting for funded-account customers, partnering with analytics to spot early drop-off patterns and adjust onboarding email and in-app messaging, improving the 90-day retained funded-account rate from 68% to 73%.
- Ran structured landing page and offer tests on paid acquisition traffic using A/B testing plans and compliance-approved copy variants, lifting the account application conversion rate from 8.4% to 9.6% across 9 completed tests with weekly readouts for product and design.

Digital Marketing Specialist — **First Republic Bank**, a private and business banking institution

Jan 2016 – Jan 2019 · 3 yrs

- Ran paid search and email campaigns for consumer deposit and lending products, including recurring performance reporting for digital marketing and analytics leaders in a regulated banking environment.
- Cut cost per application on deposit acquisition campaigns 16% in 2018 by refining keyword groupings, ad copy, and location-level bidding with agency partners.
- Standardized Excel templates and campaign tagging across email and paid channels for monthly channel reviews, cutting manual reconciliation time by 5 hours per month.

Marketing Analyst — **Discover**

Jan 2015 – Dec 2015 · 11 mos

- Analyzed weekly acquisition campaign performance for consumer credit card offers, cutting recurring reporting errors from 4 tracking issues per month down to 1 by auditing source tags and validating campaign data across reporting files and platform exports.
- Supported test setup and tracking for direct response marketing programs, working in Excel, Adobe Analytics, and Salesforce.

Education

- **Baruch College** — Bachelor of Business Administration in Marketing Management · 2010 – 2014

Skills

- **Growth & Lifecycle Marketing:** Growth Marketing, Lifecycle Marketing, Budget Management
- **Measurement & Testing:** Attribution Modeling, Incrementality Testing, Cohort Analysis
- **Analytics & Marketing Platforms:** Google Analytics 4, Adobe Analytics, Salesforce, Google Ads, Meta Ads Manager, Tableau