


Elisabet Tanielu

Channel Marketing Manager

Results-driven Channel Marketing Manager with 5 years of experience in developing and implementing effective marketing strategies to drive growth and partner engagement. Proven track record in managing key partner relationships, executing successful marketing campaigns, and optimizing channel performance. Adept at utilizing data-driven insights to increase brand awareness and revenue. Strong communication and leadership skills, with a passion for fostering collaborative team environments.

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123 Big Sky Lane, Billings, MT 
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Education

Bachelor of Business Administration in Marketing at Montana State University, Bozeman, MT

Sep 2014 - May 2018

Relevant Coursework:

Marketing Principles, Consumer Behavior, Market Research, Digital Marketing, Product and Brand Management, Advertising and Promotion, Sales Management, Marketing Analytics, Strategic Marketing, International Marketing, and Marketing Communications.

Links

[linkedin.com/in/elisabettanielu](https://www.linkedin.com/in/elisabettanielu)

Skills

Salesforce proficiency

Marketo expertise

Google Analytics mastery

SEO optimization

Social media advertising

Content creation

Email marketing

Employment History

Channel Marketing Manager at Montana Marketing Solutions, MT

Feb 2023 - Present

- Successfully increased channel sales by 30% within one year at Montana Marketing Solutions, by implementing targeted marketing campaigns and forging strategic partnerships with key distributors and retailers across the state.
- Developed and executed a comprehensive channel marketing plan that led to the acquisition of 15 new high-value clients in six months, contributing over \$1.5 million in annual recurring revenue for Montana Marketing Solutions.
- Streamlined the channel marketing processes and reduced operational costs by 20%, through the implementation of a CRM system and automation of marketing communications, resulting in a more efficient and effective management of partner relationships.

Associate Channel Marketing Manager at Big Sky Marketing Group, MT

Sep 2018 - Jan 2023

- Successfully launched a new product line, resulting in a 35% increase in sales within the first quarter and generating over \$1.2 million in revenue for Big Sky Marketing Group, MT.
- Implemented a comprehensive channel marketing strategy that led to a 50% growth in partner engagement and contributed to a 20% increase in overall company revenue within one year.
- Developed and executed an innovative digital marketing campaign that boosted traffic to partner websites by 120%, resulting in a 25% increase in lead conversions and an additional \$500,000 in annual sales.

Certificates

Certified Trade Show Marketer (CTSM)

Jan 2022

Certified Channel Marketing Professional (CCMP)

Sep 2020

Memberships