

Chihiro Philpot

Director Of Marketing

A dynamic and results-driven Director of Marketing with 5 years of experience in driving growth and increasing brand visibility across diverse industries. Possesses a proven track record of developing and implementing innovative marketing strategies, fostering productive relationships with key stakeholders, and leading high-performing teams. Leverages exceptional analytical and communication skills to streamline processes, optimize budgets, and deliver measurable improvements in ROI. Committed to staying abreast of industry trends and emerging technologies to maintain a competitive edge and drive sustained business success.

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123 Maple Street, Salt Lake City,
UT 84101



Education

**Bachelor of Arts
in Marketing and
Communications at
University of Utah, Salt Lake
City, UT**

Sep 2014 - May 2018

Relevant Coursework:

Consumer Behavior, Principles of Marketing, Digital Marketing Strategies, Advertising and Promotion, Social Media Management, Public Relations, Brand Management, Marketing Research, and Integrated Marketing Communications.

Links

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

Skills

SEO



Google Analytics



Social Media Management



Content Creation



Email Marketing



Employment History

Director of Marketing at Adobe Systems, UT

Apr 2023 - Present

- Led the successful launch of Adobe Creative Cloud, resulting in a 50% increase in subscription revenue within the first year, and positioning Adobe as a market leader in cloud-based creative software solutions.
- Developed and executed an integrated marketing campaign for Adobe Experience Cloud, driving a 35% increase in customer engagement and generating over \$100 million in new business opportunities within 12 months.
- Implemented a data-driven approach to optimizing Adobe's marketing budget, resulting in a 25% reduction in costs while maintaining campaign performance and achieving a 20% increase in overall marketing ROI.

Associate Director of Marketing at Qualtrics, UT

Aug 2018 - Mar 2023

- Led the successful launch of a new product line, resulting in a 50% increase in overall sales and a 35% increase in market share within the first six months.
- Developed and executed a targeted marketing campaign for a key customer segment, leading to a 25% boost in customer acquisition and a 20% increase in customer retention rates.
- Streamlined the marketing budget allocation process, reducing wastage by 15% and reallocating resources to high-impact initiatives, ultimately driving a 10% growth in ROI for marketing spend.

Certificates

Professional Certified Marketer (PCM)

Nov 2021

Digital Marketing Institute's Certified Digital Marketing Professional (CDMP)

Jan 2020