



SOFIA LIU

MARKETING MANAGER

CONTACT

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12, Church St., Miami, FL

EDUCATION

2014 - 2016

PARIS UNIVERSITY

- Master of Business Management

2016 - 2018

PARIS UNIVERSITY

- Bachelor of Business
- GPA: 3.8 / 4.0

SKILLS

- Project Management
- Demand Generation
- GTM Leadership
- Social Marketing
- Paid Ads Marketing

LANGUAGES

- English (Fluent)
- French (Fluent)
- German (Basics)
- Spanish (Intermediate)

PROFILE

As a results-driven B2B SaaS marketing manager with 6 years of experience, I specialize in developing and executing strategic campaigns that drive customer acquisition and revenue growth. My expertise spans demand generation, marketing automation, and data-driven decision making.

WORK EXPERIENCE

STRIPE

2024 - PRESENT

Marketing Manager & Specialist

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment.
- Monitor brand consistency across all marketing channels.

IBM

2020 - 2024

Marketing Manager & Specialist

- Create and manage the marketing budget, ensuring the efficient allocation of resources and optimizing ROI.
- Oversee market research to identify emerging trends, customer needs, and competitor strategies.
- Monitor brand consistency across all marketing channels.

APPLE

2018 - 2020

Marketing Manager & Specialist

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment.

REFERENCE

Juliana Silva

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IBM/ Head of GRowth

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