



BEFORE & AFTER — COMPLETE DELIVERABLE PAIR

Digital Marketing Manager (Agency-Side, Multi-Client) CV: the complete rewrite

Target: Digital Marketing Manager (Agency, Multi-Client) (UK market).

CONSTRUCTED EXAMPLE — "Freya Marchant" is a fictional candidate created to demonstrate our methodology, not a real client. Client materials are never published. Scenario: Agency-side digital marketing manager with 6 years across multi-client portfolios, targeting integrated Digital Marketing Manager roles at a larger London agency.

THE AFTER — the optimized CV

Freya Marchant

London, UK · freya.marchant@example.com · +44 7700 900014

PROFESSIONAL SUMMARY

Digital Marketing Manager (agency-side) with 6 years delivering integrated digital strategy across a multi-client portfolio — currently 8 retained accounts with £38k combined monthly media spend. Multi-channel campaign management across Google Ads, Meta paid social and organic; marketing automation in HubSpot; client reporting in Google Analytics 4. Google Ads certified; Meta Blueprint certified. Line-manage 2 digital marketing executives.

CERTIFICATIONS

Google Ads certification · Meta Blueprint certification · HubSpot Marketing certification

PROFESSIONAL EXPERIENCE

Digital Marketing Manager — Halcyon Digital, London · Apr 2023 – Present

- Own multi-client campaign management for 8 retained accounts (B2B SaaS, e-commerce, professional services), leading integrated digital strategy and paid/organic channel oversight across Google Ads, Meta and organic search.
- Lifted blended channel ROAS from 3.1 to 4.4 across the retained portfolio in 12 months by restructuring campaign budgets around measured cost-per-acquisition and cutting underperforming placements.
- Own monthly client reporting for the full portfolio in Google Analytics 4, and led the GA4 migration for 11 client properties — rebuilding conversion tracking and reporting dashboards with zero reporting gaps at cutover.
- Built marketing automation nurture programmes in HubSpot for 5 clients, growing qualified leads passed to client sales teams by 47% year-on-year across those accounts.
- Line-manage and develop 2 digital marketing executives — structured monthly development reviews; one promoted to senior executive within 12 months.
- Contributed channel strategy and forecasting to 6 new-business pitches, supporting retainer revenue growth of £96k annualised across 3 expanded accounts.

Digital Marketing Executive — Halcyon Digital, London · Sep 2020 – Apr 2023

- Ran paid social and Google Ads campaigns hands-on across 6 client accounts, progressing from execution to owning channel plans and budgets for 3 of them.
- Delivered email and lifecycle campaigns in HubSpot, A/B testing subject lines and send timing to raise average open rates portfolio-wide.

SKILLS

Digital Marketing Manager · Integrated Marketing Manager · Multi-Client Campaign Management · Integrated Digital Strategy · Paid/Organic Channel Oversight · Google Ads · Meta Paid Social · Google Analytics 4 · HubSpot · Marketing Automation · Client Reporting · Channel ROAS · Lead Growth · Retainer Revenue · New-Business Pitches · Line Management · British English Copywriting

EDUCATION

BA Marketing, University of Leeds — 2020

Both versions, through our ATS simulator

We ran the complete before and after through the same analysis engine as our free ATS simulator, against a realistic posting for "Digital Marketing Manager — Integrated (Agency)". This is a simulation of how keyword-based parsing and screening behave in general — not a claim about any specific ATS, and not an "ATS score". Every number is computed from the documents by the simulator's own code and verified by our test suite — never typed in by hand.

ATS simulator result	Before	After
Robot record: fields extracted	6 of 8	8 of 8
Content lines lost (mapped to no field)	2	0
Weighted keyword coverage vs the posting	17%	79%
Simulated recruiter-search rank	#7 of 7	#2 of 7

What changed, and why

KEYWORDS & SEARCH

Personal profile: enthusiasm out, portfolio scope in

"Creative and enthusiastic marketer" matches no search a hiring manager runs. The rewrite states the role in its searched forms ("Digital Marketing Manager", agency-side, multi-client), the portfolio scope (8 retained clients, £38k monthly media spend), the platforms by name (Google Ads, Meta, GA4, HubSpot) and the certifications — the exact screening vocabulary of agency job adverts.

RECRUITER APPEAL

Activity → accountability: the ROAS line

"Managed social media and email campaigns for various clients" is activity. "Lifted blended ROAS from 3.1 to 4.4 across the retained portfolio in 12 months" is accountability — a number the candidate owns, a timeframe, and the commercial language (channel ROAS) the posting itself uses. Agencies hire managers on exactly this evidence.

KEYWORDS & SEARCH

Name every platform — certifications included

Recruiters and ATS filters search platform names: "Google Ads", "Meta", "Google Analytics 4", "HubSpot". The before CV said "social media advertising" and "analytics tools", which match none of them. The rewrite names each platform where it genuinely applies and surfaces the certifications (Google Ads, Meta Blueprint) that many agency adverts list as requirements.

RECRUITER APPEAL

"Various clients" → a counted, described portfolio

Multi-client capacity is the core competence an agency screens for — how many accounts, what mix, what spend. "Various clients" hides all three. The rewrite counts the portfolio (8 retained accounts across B2B SaaS, e-commerce and professional services) and attaches the media budget, without naming any client — real agency CVs respect confidentiality the same way.

RECRUITER APPEAL

Line management: the manager-level evidence, surfaced

The step that separates a manager CV from an executive CV is people responsibility, and the before version never mentioned it. Developing 2 digital marketing executives — one promoted within a year — is checkable line-management evidence, and "line management" is a screened phrase in UK agency adverts.

KEYWORDS & SEARCH

“Email marketing” → marketing automation, with results

“Email marketing” undersells automation work by a decade. The rewrite names the discipline (marketing automation), the platform (HubSpot) and the artefact (lifecycle nurture programmes for 5 clients) with a measured outcome on qualified leads — the “lead growth” evidence the posting asks for, stated at portfolio level where it is true.

RECRUITER APPEAL

Client reporting: from implied to owned

Monthly client reporting is a named duty in almost every agency manager advert, and the GA4 migration wave made it a live skill test. Owning GA4-based reporting for the whole portfolio — and rebuilding it through the platform migration for 11 client properties — is concrete, current, and searchable (“Google Analytics 4”, “client reporting”).

STRUCTURE & LAYOUT

UK CV conventions, kept — hobbies filler, cut

The rewrite stays a proper UK CV: two pages, no photo, no date of birth, British spelling throughout. What goes is the filler — a “Hobbies & Interests” line of clichés and a “References available on request” sign-off — reclaiming space for a certifications section the screening software can actually map to fields.

Explore this pair as an interactive annotated diff — hover any change to see why it was made — in the Samples section of our site.

THE BEFORE — the CV as it arrived

The complete original. Every highlighted weakness above refers to a line in this document. (Fictional, like the rest of this constructed example.)

Freya Marchant

London, UK · freya.marchant@example.com · +44 7700 900014

PERSONAL PROFILE

Creative and enthusiastic marketer with a passion for digital. Experienced in social media, email and online advertising for a range of clients. A great communicator who loves working in a fast-paced agency environment.

EMPLOYMENT

Digital Marketing Manager — Halcyon Digital, London (2023 to now)

- Managed social media and email campaigns for various clients.
- Ran online advertising on Google and social media platforms.
- Sent monthly reports to clients using analytics tools.
- Helped with pitches and new business when needed.

Digital Marketing Executive — Halcyon Digital, London (2020-2023)

- Wrote content and scheduled posts for client social accounts.
- Did email marketing and kept mailing lists up to date.

SKILLS

Social media · Email marketing · Online advertising · Analytics · Creativity · Communication

EDUCATION

BA Marketing, University of Leeds — 2020

HOBBIES & INTERESTS

Travelling, photography, socialising with friends. References available on request.

The keyword table for "Digital Marketing Manager (Agency, Multi-Client)"

From our research bank for Digital Marketing Manager (Agency-Side, Multi-Client): the recruiter-search terms that matter for this title, and whether each version carries them. The after covers 15 of 21 (the before covered 1). The remaining gaps are deliberate: terms that would be untrue for this candidate stay out. We optimize with what is true, never past it.

Recruiter-search term	Before	After
TITLES & VARIANTS		
Digital Marketing Manager	✓	✓
Agency Digital Marketing Manager	—	—
Integrated Marketing Manager	—	✓
Multi-Channel Marketing Manager	—	—
CREDENTIALS		
Google Ads certification	—	✓
HubSpot Marketing certification	—	✓
Meta Blueprint certification	—	✓
PLATFORMS & SOFTWARE		
Google Analytics 4	—	✓
HubSpot	—	✓
Marketo	—	—

Recruiter-search term	Before	After
Salesforce Marketing Cloud	—	—
Google Ads	—	✓
CHANNEL/DISCIPLINE VOCABULARY		
multi-client campaign management	—	✓
integrated digital strategy	—	✓
paid/organic channel oversight	—	✓
marketing automation	—	✓
client reporting	—	✓
QUANTIFIED OUTCOMES		
clients managed	—	—
channel ROAS	—	✓
lead growth	—	✓
retainer revenue supported	—	—

Every change in this document maps to our published 12-point checking standard, applied to every delivered order.