

Senior Marketing Leader

A profile rewritten so the headline states a market position and the About section reads as a professional argument.

BEFORE — ORIGINAL WORDING

AFTER — REPOSITIONED BY MARVEL CAREER SOLUTION

- Headline: Senior Marketing Leader | Demand Generation & Brand Strategy | B2B SaaS and Professional Services
- About (opening): I build the marketing engine that a business needs at its current stage — not the one that worked at the last company.
- About (evidence): Ten years across B2B SaaS and professional services, leading teams of up to nine, owning budgets to £1.2m, and taking three products from positioning to pipeline.
- About (close): I write about positioning and demand generation here. If you are rethinking how your market hears you, I am glad to talk.

WHAT CHANGED AND WHY

- Headline uses all three positioning slots: level, capability, market.
- Generic adjectives replaced with scope, budget and category evidence.
- Keywords placed where LinkedIn search actually reads them — headline, About opening, and role titles.

This preview illustrates the positioning approach Marvel Career Solution applies to resumes, CVs and LinkedIn profiles. Names, employers, locations and identifying figures have been changed or generalised. Your own documents are written entirely from your experience, for the market you are targeting.