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## How to find CMOs with Boolean search strings

When looking for a [Chief Marketing Officer \(CMO\)](#), use [Boolean search logic](#) in Google to find resumes and profiles. Modify our search string examples to recruit an experienced CMO who can craft powerful strategies to lead your marketing team.

### Building search strings to find a CMO

Create a generic search string around terms like:

- -job -jobs -sample -examples, to avoid irrelevant results
- (intitle:resume OR intitle:cv), to discover candidates' online resumes or CVs
- ("chief marketing officer" OR "VP Marketing"), to cover variations of the same job title

Here's an example of a generic search string to find resumes:

*(intitle:resume OR intitle:cv) ("chief marketing officer" OR "VP Marketing") -job -jobs -sample -examples*

With this search string, the words "resume" or "CV" have to appear in the page title. Adding variations of marketing managerial job titles in a Boolean search string for CMO provides more relevant results. And, excluding more terms reduces false positives.

### Searching for CMO profiles

Search for CMO profiles on specific sites using [Boolean search in Google](#), by including the site: operator and terms found exclusively on member profiles. For example:

- *site:quora.com (CMO OR "chief marketing officer") "credentials & highlights"*
- *site:meetup.com (CMO OR "chief marketing officer") "member since"*

Add more criteria in your search to find profiles that better match your requirements.

**When sourcing EU candidates, please refer to guidance on [using social media for recruiting and collecting candidate information](#) as per the [General Data Protection Regulation, or GDPR](#).**

## Sample Boolean strings for CMO resumes in various formats

*(intitle:resume OR intitle:cv) (filetype:pdf OR filetype:doc OR filetype:txt) (CMO OR "chief marketing officer") -job -jobs -sample -templates*

## Boolean search strings to find a CMO's resume by skills and experience

### Find a CMO who has experience:

#### Working at a startup

*(intitle:resume OR intitle:cv) (CMO OR "chief marketing officer") startup -job -jobs -sample -examples*

#### In demand generation and inbound marketing

*(intitle:resume OR intitle:cv) "chief marketing officer" ("demand generation" OR "inbound marketing" OR PPC OR SEO) -job -jobs -sample -examples*

#### In product marketing

*(intitle:resume OR intitle:cv) ("chief marketing officer" OR "VP Marketing") "product marketing" -job -jobs -sample -examples*

#### In sales

*(intitle:resume OR intitle:cv) "chief marketing officer" (sales OR "account management" OR "business development") -job -jobs -sample -examples*

#### In public relations

*(intitle:resume OR intitle:cv) "chief marketing officer" ("public relations" OR media OR communications) -job -jobs -sample -examples*

#### Working in B2B marketing

*(intitle:resume OR intitle:cv) "chief marketing officer" B2B -job -jobs -sample -examples*

### Find a CMO who:

#### Has a graduate degree

*(intitle:resume OR intitle:cv) "chief marketing officer" (MSc OR Master OR MBA) -job -jobs -sample -examples*

### **Is familiar with brand management**

*(intitle:resume OR intitle:cv) "chief marketing officer" (branding OR "brand management") -job -jobs -sample -examples*

### **Knows how to conduct data analysis**

*(intitle:resume OR intitle:cv) "chief marketing officer" ("data analysis" OR "analyzed data") -job -jobs -sample -examples*

## **Boolean search examples to find CMO resumes by location**

### **By state or city:**

*(intitle:resume OR intitle:cv) (CMO OR "chief marketing officer") (California OR CA) -job -jobs -sample -templates*

*(intitle:resume OR intitle:cv) (CMO OR "chief marketing officer") London ("United Kingdom" OR UK) -job -jobs -sample -templates*

### **By area code:**

*(intitle:resume OR intitle:cv) (CMO OR "chief marketing officer") ("New York" OR NY) 718 -job -jobs -sample -templates*

Find area codes [here](#).

### **Within a range of zip codes:**

*(intitle:resume OR intitle:cv) (CMO OR "chief marketing officer") Boston 02119..02210 -job -jobs -sample -templates*

Find the right zip code ranges [here](#) and [here](#).