



RHIANNA SCOTT

MARKETING MANAGER

CONTACT

✉ info@resumekraft.com
☎ 202-555-0120
📍 Chicago, Illinois, US
in [linkedin.com/resumekraft](https://www.linkedin.com/company/resumekraft)

SKILLS

Strategic Planning

Market Research

Brand Management

Data Analysis

Campaign Management

Communication Skills

Leadership Abilities

Budgeting and Forecasting

Team Collaboration

EDUCATION

Masters in Marketing Management

Sep 2010 - May 2012

Bachelors in Marketing

Jul 2006 - Mar 2009

LANGUAGES

English ● ● ● ● ●
French ● ● ● ● ●

SUMMARY

Results-driven marketing manager with over 8 years of experience in developing and implementing strategic marketing plans. Proven track record of increasing brand awareness and sales through the execution of integrated marketing campaigns. Demonstrated expertise in driving customer engagement and loyalty through effective marketing strategies. Proficient in market research, competitor analysis, and budget management. Strong leadership skills and ability to collaborate with cross-functional teams to achieve business objectives.

EXPERIENCE

Marketing Manager CVS Health

Jul 2016 - Oct 2019

- Develop and implement marketing strategies and campaigns to drive brand awareness and generate leads
- Conduct market research and analyze data to identify trends and opportunities for growth
- Collaborate with crossfunctional teams to create and execute a cohesive marketing plan
- Manage and oversee the companys social media presence and online advertising efforts
- Create and manage the marketing budget, ensuring resources are allocated effectively
- Build and maintain strong relationships with key stakeholders, including customers, partners, and vendors
- Evaluate the effectiveness of marketing campaigns and initiatives, and make datadriven recommendations for improvement
- Stay uptodate with industry trends and best practices, and proactively identify new marketing opportunities

Marketing Associate Health Sector Inc.

Feb 2013 - Nov 2015

- Assisted in the development and execution of marketing campaigns and strategies
- Conducted market research and analyzed data to identify target audiences and consumer trends
- Created and maintained marketing materials, such as brochures, flyers, and social media content
- Coordinated and scheduled marketing events, such as tradeshow and product launches
- Assisted in managing social media accounts and engaging with followers to increase brand awareness
- Participated in brainstorming sessions to generate new ideas and innovative marketing approaches
- Monitored and reported on the effectiveness of marketing campaigns using analytics tools