

Zola Bekker

MARKETING STRATEGIST

Contact

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Professional Summary

I am a marketing professional with over 10 years of experience delivering data-driven strategies for multi-channel campaigns.

Work Experience

Marketing Strategist | 2033-present

Innovate Tech Company

- Led the development and implementation of marketing strategies that increased brand awareness by 45% and drove 38% revenue growth

Marketing Executive | 2032-2033

Holistic Lifestyle Group

- Successfully implemented marketing campaigns that led to a 30% increase in lead generation and a 20% boost in conversion rates within a year

Marketing Assistant | 2030-2032

Wardrobe Wear

- Supported the marketing team in conducting research on industry trends and competitors
- Helped create marketing materials which included social media posts and email newsletters

Academic History

North Woods State University | 2028-2031

Master of Marketing

- Magna Cum Laude
- Awarded Best Thesis and Research Paper
- President, Marketing Society

Southwest City College | 2024-2028

Bachelor of Science in Business Administration

- Dean's List for multiple semesters
- Merit Scholar
- Editor-in-Chief, College Paper

Awards and Certification

Case Competition Winner | 2027

North Woods Marketing Association

Digital Marketing Certification | 2029

Southwest Marketing Organization