



JENNY CRUZ

MARKETING SPECIALIST

EDUCATION

UNIVERSITY OF NEW YORK
2020-2024
Marketing Specialist

REFERENCES

Anthony Terroni
Brand Management Professor
UNY
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Jaqueline Bonsaar
Conversion Copywriting
Professor
UNY
jbonsaar@uny.com

SKILLS & EXPERTISE



Market Research



Copywriting



Technical SEO



Mixpanel



Blog Writing



Keyword Research



Data Analysis



Ahrefs

CLUBS & ASSOCIATIONS

2021-2022 **Dragon Rowing Club**
Rower

2022-2023 **Writing Help Center**
Writing Guide

2021-2022 **Students for Mental Health**
Speaker

CO-OP PLACEMENT EXPERIENCE

2022

Marketing Bean
Market Researcher

- Conducted content audits, competitor analyses, SWOT analyses, market readiness reports
- Interviewed clients and customer segments, created user persona guides and marketing strategy outlines

2023

Nimble App
Conversion Copywriter

- Improved conversion copy on landing pages
- Increased registration from landing pages by 9%
- Increased business user registration by 11%

CONTACT



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