

Marketing Manager, Front End Developer Marketing Manager, Front End Developer Result and quality oriented Digital Marketer New York, NY Work Experience Marketing Manager, Front End Developer Contract - New York, NY August 2018 to Present Marketing research on the business field, that successfully allowed to define market conjuncture, segments, behavioral patterns, customer drives using marketing methodologies (surveys, focus groups, field trials, Vals etc.) Development of the most efficient marketing strategy, time frame and budget for desired business goals Design of marketing content (banner ads, articles, social media posts), that delivers message in the most convincing way Web-site development within high conversion principles (call to action, user friendly navigating, color and shape features) Launching of marketing campaigns that increase brand recognition and leads at least for 30% Collection of metrics and analytics data, translation into market knowledge Analysis of acquired materials, adjustments of marketing campaigns for even more efficient advertising Project Manager Photo Novelty - New York, NY June 2017 to May 2019 As a project manager in Photo Novelty I was responsible for supervision of photo booth and entertainment equipment design process. Spreadsheets that have been created allowed producing of quality equipment within established schedule and in accordance with clients requests. Strong knowledge of project management and event planning software (Jira, Well Planned Events) made management in Photo Novelty the most effective and visual to company s owner. Education Bachelor of Business Administration in Digital Marketing in International Business, Film Studies Baruch College, Zicklin School of Business - New York, NY December 2018 Associate of Science in Business Administration in Business Administration Borough of Manhattan Community College - New York, NY August 2016 Skills Css, Html, Jira, Ads, Digital marketing, Affiliate Marketing, E-Commerce, Ad Serving, Google Ads, PPC, Google Analytics, Adobe Analytics, Campaigns Management, Branding, JIRA, Yandex Metrica, Wordpress, SEO, SEM, Pinterest Assessments Marketing Highly Proficient July 2019 Measures a candidate's ability to understand your target audience and how to best communicate with them. Full results: https://share.indeedassessments.com/share_assignment/ocziu2t1cdpocuai Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in

any professional field.

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