

Thomas Sims

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## **Marketing Specialist**

### Education:

- Bachelor's Degree in Marketing

### Skills:

Social Media Management, Customer Segmentation, Cross-Channel Marketing, Web Analytics, Strategic Planning, Product Launches, Advertising Strategies, Digital Marketing, Market Research, Marketing Automation, Budget Management, Event Planning, Consumer Behavior Analysis, Market Trend Analysis, Performance Metrics

### Work Experience:

- Marketing Intern at Creative Solutions Co. (2020-2021): Assisted in market research and content creation.
- Digital Marketing Coordinator at Brand Innovators Inc. (2021-2023): Managed digital marketing campaigns and analyzed performance.