



FRANCESCA MARQUEZ

MARKETING MANAGER ♦ JUNIOR WEB DEVELOPER

PROFESSIONAL EXPERIENCE

ABTS CONVENTION SERVICES

Marketing Manager

May 2019 - March 2020

- Developed digital marketing campaigns which maximized responses and generated an increase in revenue, through social media applications, google ads, and SEO
- Conducted keyword research and selected pay-per-click campaigns to maximize budget while hitting key objectives such as traffic, sales and ROI goals
- Managed external partners as needed to develop and execute marketing and communication strategies that met goals within the budget and established timelines

Marketing Specialist

May 2017 - May 2019

- Analyzed market data on a local level in order to implement new strategies for projects, including company websites, social media, and email campaigns
- Increased customer engagement and retention by maintaining email best practices which includes browser compatibility, design/layout, subject lines, and timing
- Conducted daily account responsibilities associated with Google AdWords, Facebook Ad manager, and other search platforms for a variety of clients

Marketing Coordinator

May 2016 - May 2017

- Assisted sales teams in the logistics and execution of 13 Medical Conferences and Meetings throughout the year
- Designed and created all marketing collateral for sales meetings, conference shows, and company executives (brochures, presentations, emails, websites, reports, print/digital ads)
- Coordinated with IT department to develop landing pages and full websites for clients and achieved an earlier open sale date for each meeting
- Managed multiple email campaigns using different email strategies like a/b testing to a large user base

SF CATERING & EVENTS

Marketing Coordinator

Sept 2015 - May 2016

- Created high-quality, relevant, and engaging content to help support demand generation campaigns themes, and programs across different departments
- Executed the day-to-day delivery of email marketing campaigns, newsletter, invitations, and marketing materials to departments and clients
- Maintained relationships with customers by making regular calls, understanding their needs, and discussing new marketing opportunities

CONTACT

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Miami, FL

EDUCATION

Full Stack Web Development

Wyncode
2020-2020

Graphic Design Support Certificate

Miami Dade College
2018-2018

International Business & Marketing

Florida international University
2010-2015

Marketing & Advertising

ESIC Business & Marketing School
2014-2014

SKILLS

- Adobe Creative Cloud
- Microsoft Office
- Project Management
- HTML
- CSS
- Javascript
- Google Analytics & Adwords
- Email Software
- Salesforce
- Version One

LANGUAGES

- Spanish (*conversational*)
- Portuguese (*conversational*)