

# De la C. Cooke

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## Professional Summary

Experienced marketing professional with a strong foundation in branding, social media strategy, and sales. Currently, a Marketing Intern at Phenixx Marketing & Media, collaborating remotely to create impactful brand identities and execute social media campaigns. Adept at optimizing user experience through Wix website design. Previous roles include driving sales success and fostering customer relationships at Perfume Point. Check out my portfolio for a showcase of projects that highlight my skills in action, [delacooke.com](https://delacooke.com).

## Education

**The American University of Rome**, B.A Communications & Digital Media, Minor in Marketing  
Expected to Graduate May 2024

**Drexel University**, Interactive Digital Media, Inbound Exchange Student Fall 2023

**Wilmington University**, Digital Marketing Certificate, Obtained May 2023

## Skills

- SEO/SEM
- Meta Platforms
- Performance-driven Campaigns
- Data Analysis/ GA4
- Creative Content Creation
- Digital Marketing Strategy
- UI/UX Design
- Omni-Channel Experience
- Excelent Communication

## Work Experience

**Marketing Intern**, Phenixx Marketing & Media, January 2023 - Present  
Dallas, TX (Remote)

- Teamed up with creative and account planning departments to craft compelling brand personas and impactful awareness initiatives.
- Implemented effective social media marketing tactics and orchestrated engaging event campaigns, catering to clients on platforms such as Instagram, Facebook, and Twitter.
- Managed and crafted Wix websites, employing user-centric wireframes to enhance overall user satisfaction and interaction.

**Social Media Marketing Intern**, Positive Personal Change, January 2023 - March 2023  
Kansas City, MO (Remote)

- Oversaw Instagram and Facebook business accounts, curating weekly content encompassing posts, reels, and stories.
- Devised a comprehensive social media approach, concurrently monitoring and evaluating key performance indicators for insights.
- Attained heightened impressions, engagement, and overall account expansion through strategic efforts.

**Sales**, Perfume Point, November 2018 - January 2023  
Newark, DE

- Drove product sales and marketed offerings through proactive prospecting.
- Delivered persuasive negotiations, consistently meeting daily sales targets in collaboration with a dynamic team.
- Sustained a positive demeanor while fostering and nurturing customer relationships within a high-energy setting.