

# Sophia Mercer     Marketing Strategist

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## 👤 Profile

Sophia Mercer, a dynamic marketing strategist from Brooklyn, New York, is known for her innovative approach to digital marketing. With years of experience in both social media and content creation, Sophia has helped numerous brands grow their online presence. In her downtime, Sophia enjoys writing, practicing yoga, and exploring the diverse cultural scene of New York City

## 🏢 Professional Experience

**InnovateTech, Marketing Strategist**     2021 - present | Texas, USA

As a marketing strategist, Sophia Mercer develops and executes comprehensive marketing plans aimed at driving brand awareness and increasing customer engagement. She analyzes market trends, defines target audiences, and creates tailored campaigns across various platforms, including social media, email, and content marketing. Sophia also collaborates with sales teams to optimize conversion strategies and uses analytics to measure the effectiveness of marketing efforts, ensuring that all campaigns align with business goals

## 🎓 Education

**Master of Business Administration (MBA),**     2013 - 2015  
*University of Chicago Booth School of Business*

- Google Analytics Certified
- HubSpot Content Marketing Certified
- Facebook Blueprint Certification

## Skills

Digital Marketing (Social Media, SEM, SEO, PPC)



Content Strategy



Brand Strategy & Positioning



Market Research & Data Analysis



Campaign Management



Email Marketing (Mailchimp, HubSpot)



Web Analytics (Google Analytics, Mixpanel)



Marketing Automation

