

# Jennifer Brown

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## Summary

Experienced marketing professional with 3 years of experience

## Skills

digital marketing • ppc • campaign management • brand management • analytics • market research • seo • content marketing

## Experience

**04/2019 - 06/2023**

**Marketing Senior** - Adams-Butler

- Increased social media engagement by 25%
- Analyzed market trends and customer behavior
- Developed content strategy and marketing materials

**07/2019 - 11/2019**

**Marketing Manager** - Lynch, Kent and Roman

- Analyzed market trends and customer behavior
- Managed 13 marketing campaigns with 31% ROI
- Managed 10 marketing campaigns with 37% ROI
- Analyzed market trends and customer behavior

**08/2021 - 02/2024**

**Marketing Manager** - Lutz-Carroll

- Developed content strategy and marketing materials
- Developed content strategy and marketing materials
- Analyzed market trends and customer behavior

**05/2023 - 11/2023**

**Marketing Lead** - Moore, Mendoza and Hoffman

- Managed 4 marketing campaigns with 43% ROI
- Managed 11 marketing campaigns with 37% ROI

## Education

- Master of Marketing, Harvey, Roth and Jenkins University (2016)
- Bachelor of Engineering, Carter, Johns and Mcdaniel University (2019)