

Sherri Luna

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Summary

Dedicated marketing professional passionate about delivering excellence

Skills

marketing automation • market research • ppc • seo • social media • customer segmentation • content marketing • brand management

Experience

03/2023 - 10/2023

Marketing Specialist - Barron-Coleman

- Developed content strategy and marketing materials
- Analyzed market trends and customer behavior
- Increased social media engagement by 72%
- Managed 12 marketing campaigns with 42% ROI

05/2022 - 03/2025

Marketing Lead - Davis-Daniel

- Managed 13 marketing campaigns with 45% ROI
- Increased social media engagement by 54%
- Developed content strategy and marketing materials
- Developed content strategy and marketing materials

06/2019 - 02/2023

Marketing Lead - Richard, Knight and King

- Managed 9 marketing campaigns with 22% ROI
- Developed content strategy and marketing materials
- Developed content strategy and marketing materials

09/2018 - 01/2023

Marketing Associate - Watson, Taylor and Austin

- Increased social media engagement by 30%
- Managed 13 marketing campaigns with 18% ROI
- Analyzed market trends and customer behavior
- Managed 7 marketing campaigns with 42% ROI

Education

- Master of Engineering, Villarreal and Sons University (2016)
- Associate of Engineering, Freeman, McLaughlin and Cruz University (2014)