

Kerry Powell

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Summary

Results-driven marketing specialist with proven track record

Skills

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

Experience

02/2022 - 05/2023

Marketing Lead - Carter Ltd

- Managed 10 marketing campaigns with 29% ROI
- Increased social media engagement by 45%
- Analyzed market trends and customer behavior
- Developed content strategy and marketing materials

09/2018 - 09/2022

Marketing Specialist - Lin Group

- Developed content strategy and marketing materials
- Managed 13 marketing campaigns with 39% ROI

10/2022 - 06/2024

Marketing Senior - Taylor Inc

- Managed 12 marketing campaigns with 31% ROI
- Managed 3 marketing campaigns with 23% ROI
- Increased social media engagement by 40%
- Developed content strategy and marketing materials

Education

- Master of Computer Science, Payne Inc University (2019)