

Frances Morgan

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Summary

Experienced marketing professional with 7 years of experience

Skills

ppc • analytics • social media • brand management • digital marketing • campaign management • content marketing • seo

Experience

04/2018 - 04/2019

Marketing Specialist - Mitchell-Guerra

- Analyzed market trends and customer behavior
- Developed content strategy and marketing materials
- Managed 8 marketing campaigns with 29% ROI
- Managed 8 marketing campaigns with 36% ROI

05/2019 - 08/2024

Marketing Lead - Willis and Sons

- Managed 13 marketing campaigns with 44% ROI
- Increased social media engagement by 54%
- Increased social media engagement by 36%

Education

- Associate of Engineering, Johnson, Carter and Mayer University (2013)