

# Ashley Herrera

Email: rowealfred@example.org | Phone: 001-401-664-2331x3207  
Address: Unit 2090 Box 3030, DPO AP 63258

## Summary

Results-driven marketing specialist with proven track record

## Skills

email marketing • seo • customer segmentation • digital marketing • sem • ppc • brand management • content marketing

## Experience

**10/2018 - 07/2023**

**Marketing Manager** - Duncan Group

- Managed 3 marketing campaigns with 38% ROI
- Managed 9 marketing campaigns with 20% ROI

**12/2019 - 05/2021**

**Marketing Senior** - Young, Gallegos and Jones

- Increased social media engagement by 29%
- Increased social media engagement by 39%
- Analyzed market trends and customer behavior

**08/2017 - 10/2020**

**Marketing Manager** - Le, Roberson and Matthews

- Developed content strategy and marketing materials
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- Managed 6 marketing campaigns with 26% ROI

## Education

- Master of Marketing, Rodriguez, Martinez and Lane University (2011)