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| Rami Shoula  Marketing | |
| |  |  | | --- | --- | |  | Profile Experienced Marketing Specialist adept in overseeing traditional and new media strategies, designed to help companies reach goals in lead generation, brand awareness and user engagement. |  |  |  | | --- | --- | |  | Employment HistoryHead of Marketing at Mihaylo Brands, Boston June 2017 — May 2021   * Worked to establish and implement strategic marketing plans designed to capitalize on market opportunities and achieve growth. * Assessed competition and determined business and marketing plans to be implemented. * Worked to foster a marketing plan that promoted brand awareness and effectively launched messages. * Led the company on strategy, content, and creative initiatives for fully-integrated marketing communications. * Successfully managed company social media accounts. * Developed and managed email campaigns.  Content Marketing Specialist at Aventura, Boston October 2014 — May 2017   * Created interesting and well-researched content to drive traffic and engage readers and customers. * Created social content to promote Aventura's culture and message. * Collaborated with the Content Team to maintain a stellar editorial calendar. * Researched market trends to identify new marketing and product opportunities. * Worked to contribute creative ideas and approaches that leveraged content and increased revenue. |  |  |  | | --- | --- | |  | EducationBachelor of Science in Marketing, Boston College, Boston September 2010 — May 2014 High School Diploma, Ipswich High School, Ipswich September 2006 — May 2010 | | DetailsSkills  |  |  | | --- | --- | | Content Marketing | | |  |  |  |  |  | | --- | --- | | Digital Marketing | | |  |  |  |  |  | | --- | --- | | Effective Time Management | | |  |  |  |  |  | | --- | --- | | SEO Optimization Skills | | |  |  |  |  |  | | --- | --- | | Collaboration Skills | | |  |  |  |  |  | | --- | --- | | Content Research & Development | | |  |  |  Languages  |  |  | | --- | --- | | English | | |  |  |  |  |  | | --- | --- | | French | | |  |  | |