Alice B. Wonderland

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Profile

Creative and data-driven Marketing Specialist with 3 years of experience in digital marketing, content creation, and campaign management. Proven ability to increase brand awareness and drive engagement. Eager to apply marketing expertise in a challenging new role.

Professional Experience

Marketing Specialist | Creative Minds Agency | Metropolis, USA

March 2021 to Current

- Developed and executed digital marketing campaigns across multiple channels (SEO, SEM, Social Media, Email).

- Managed social media presence, resulting in a 25% increase in follower engagement.

- Wrote and edited compelling content for blogs, websites, and marketing materials.

- Analyzed campaign performance data to identify trends and optimize strategies.

Marketing Intern | Bright Ideas Co. | Metropolis, USA

June 2020 - February 2021

- Supported the marketing team with market research and competitor analysis.

- Assisted in the creation of promotional materials.

Education

B.A. in Marketing | University of Metropolis | Metropolis, USA | Graduated May 2020

- Minor in Communications

- Dean's List: 2018, 2019

Skills

Digital Marketing: SEO/SEM, PPC, Social Media Marketing, Email Marketing, Content Strategy

Tools: Google Analytics, Google Ads, HubSpot, Mailchimp, Hootsuite, Canva

Languages: English (Native), Spanish (Conversational)

Other: Copywriting, Graphic Design (Basic), Market Research