JEFFERY G. **PETTAWAY**

PROFESSIONAL SKILLS

OH . 43604

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JefferyGPettaway@telewor

EDUCATION

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PROFESSIONAL SKILLS

- Marketing Strategy
 Development: Proficient
 in designing and
 implementing long-term
 and short-term marketing
 plans.
- Content Marketing:
 Skilled in creating
 engaging content tailored
 to target audiences.
- Digital Marketing: Expertise in SEO, SEM, Google Ads, Facebook Ads, and Email Marketing.
- Social Media Management: Efficient in managing and optimizing performance on various social media platforms.
- Data Analysis:
 Experienced in using tools like Google Analytics,
 Tableau, or Power BI for analyzing and evaluating marketing effectiveness.
- Project Management:
 Strong leadership skills, monitoring progress, and managing project budgets.

SKILLS

Work Experience

Education

Certifications & Courses

ABOUT ME

 Career Objective I aim to leverage my expertise in marketing to contribute to the growth of an organization while continually learning and enhancing my professional skills to achieve significant career milestones.

WORK EXPERIENCE

PROFESSIONAL SKILLS |

ANALYSIS SPA

- Marketing Strategy Development: Proficient in designing and implementing long-term and short-term marketing plans.
- Content Marketing: Skilled in creating engaging content tailored to target audiences
- Digital Marketing: Expertise in SEO, SEM, Google Ads, Facebook Ads, and Email Marketing.
- Social Media Management: Efficient in managing and optimizing performance on various social media platforms.
- Data Analysis: Experienced in using tools like Google Analytics, Tableau, or Power BI for analyzing and evaluating marketing effectiveness.
- Project Management: Strong leadership skills, monitoring progress, and managing project budgets.

WORK EXPERIENCE |

MARKETING SPECIALIST

- Developed and executed digital marketing campaigns
- · Managed website and social media content.
- · Analyzed campaign effectiveness and proposed improvements

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MARKETING INTERN

- · Assisted in planning and executing marketing campaigns.
- Conducted market research and trend analysis.
- · Created content for blogs and advertisements.

CERTIFICATIONS & COURSES |

GOOGLE

- · Google Ads Certification (Certified by Google)
- · Digital Marketing Specialist Certification (Certified by HubSpot)
- · Advanced SEO Course (Certified by Coursera)