

## Russel Arnold

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## OBJECTIVE

Creative and results-oriented marketing professional with over 6 years of experience in campaign strategy, digital marketing, and brand management. Adept at analyzing market trends and utilizing data-driven strategies to elevate brand awareness and drive engagement. Seeking to leverage my experience in marketing management to contribute as an Assistant Marketing Manager, driving success for the brand through innovative and effective marketing initiatives.

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## PROFESSIONAL EXPERIENCE

### Marketing Specialist

Tech Solutions Group, Dublin, OH | January 2022 – Present

- Developed and implemented digital marketing strategies across multiple channels, increasing website traffic by 40% within the first year.
- Managed social media accounts, leading to a 30% growth in followers and engagement on platforms such as LinkedIn, Twitter, and Facebook.
- Created and optimized email campaigns that resulted in a 15% increase in open rates and 12% higher click-through rates.
- Led content creation initiatives, including blog posts, case studies, and video marketing, which improved brand recognition and customer retention.
- Collaborated with the sales team to align marketing efforts with business objectives, improving lead generation by 25%.

### Marketing Assistant

Innovative Marketing Agency, Dublin, OH | August 2018 – December 2021

- Supported marketing campaigns from concept to execution, with a focus on digital and content marketing strategies that resulted in increased customer conversion rates.
- Managed PPC campaigns, including keyword research, ad copy, and performance tracking, leading to a 20% reduction in cost-per-click (CPC) while maintaining conversion rates.
- Assisted in organizing client events and webinars, improving client engagement and brand awareness.
- Analyzed marketing campaign performance, prepared reports, and delivered insights to senior management for continuous optimization.
- Designed and implemented email marketing campaigns using tools like Mailchimp and Constant Contact.

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## EDUCATION

### Bachelor of Science in Marketing

Ohio State University, Columbus, OH | Graduated: May 2018

- Relevant Coursework: Digital Marketing, Marketing Research, Strategic Marketing, Consumer Behavior.

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## SKILLS & CERTIFICATIONS

- **Marketing Tools:** Google Analytics, SEMrush, Canva, Mailchimp, Hootsuite, WordPress, Adobe Creative Suite (Photoshop, Illustrator).
  - **Digital Marketing:** SEO, SEM, Content Marketing, Social Media Strategy, Email Campaigns.
  - **Project Management:** Skilled in Agile methodology, collaborating with teams to ensure timely project delivery.
  - **Data Analysis:** A/B Testing, Performance Tracking, Reporting, Market Research.
  - **Certifications:** Google Analytics Certified, HubSpot Content Marketing Certified, Facebook Blueprint Certification.
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## ADDITIONAL INFORMATION

- Volunteer Experience: Event Coordinator for Dublin Chamber of Commerce (2020-Present)
- Languages: Proficient in English and conversational French.