



Emily Chen

Marketing Specialist

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SUMMARY

Results-driven Marketing Specialist with 5+ years of experience in developing and executing multi-channel marketing campaigns, driving brand awareness, and boosting sales revenue. Proven track record of success in managing cross-functional teams, analyzing market trends, and optimizing marketing strategies to achieve business objectives.

EXPERIENCE

Marketing Specialist Jan 2020 - Present

ABC Corporation New York, NY

Develop and execute comprehensive marketing strategies to drive brand awareness, lead generation, and sales conversion.

- Managed a team of 3 marketers to launch a new product, resulting in a 25% increase in sales revenue within 6 months
- Created and implemented a social media campaign that grew followers by 500% and engagement by 200% within 3 months
- Analyzed market trends and competitor activity to inform marketing strategies, resulting in a 15% increase in market share
- Collaborated with cross-functional teams to launch a new website, resulting in a 30% increase in website traffic and a 25% increase in online sales

Marketing Coordinator Jun 2018 - Dec 2019

DEF Agency Los Angeles, CA

Assisted in the development and execution of marketing campaigns, managed social media accounts, and analyzed campaign metrics.

- Coordinated a trade show event that attracted 500 attendees and generated 200 leads
- Developed and implemented an email marketing campaign that resulted in a 20% open rate and a 10% conversion rate
- Managed a budget of \$10,000 to launch a targeted advertising campaign, resulting in a 15% increase in brand awareness
- Analyzed campaign metrics to inform future marketing strategies, resulting in a 10% increase in ROI

SKILLS

- Digital Marketing
- Social Media Marketing
- Data Analysis
- Team Management
- Communications
- Project Management
- Market Research
- Brand Management
- Content Creation
- SEO

EDUCATION

Bachelor's 2015 - 2019

University of California, Los Angeles Los Angeles, CA

Marketing 3.5