

Casey Moore

Marketing Executive



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Profile

Innovative and impressionable Marketing Executive with over a decade of 1in-depth involvement in global campaign management strategies customized for diverse target audiences. Used to handling budgets exceeding 50 million dollars and an "old hand" at leveraging state of the art technologies aligned with current market trends in the digital and online promotional spheres. Holds an MBA via Harvard and currently completing a Ph.D. in Marketing Technologies via Stanford University currently maintaining a GPA score of 3.8.

Employment History

Jan 2017 – Sep 2019

CHARLESTON

Senior Marketing Executive

AKA Retail Group

Designed quirky promotional scripts for advertising media used on radio and at live events resulting in instore traffic increasing by 45% during the winter months.

- Conduct an extensive SWOT analysis of the company and its competitors to identify opportunities for robust customer engagement campaigns
- Organize and oversee high profile promotional launches on behalf of the company
- Responsible for all recruitment, hiring and induction for new employees
- Write training manuals for the marketing and sales department regarding Brand Awareness and brand Improvement strategies
- Approve prototype design of all logos, graphics, and imaging to be used in promotional campaigns
- Sign off on all campaign budgets and stay abreast of each project's financial status
- Outline action plans to capitalize o marketing opportunities after analyzing the behavior and strategies of immediate competitors
- Negotiate terms of clients, external stakeholders, and suppliers
- Monitor consistency of brand image, design, illustrations, graphics and written content across trade shows, exhibitions, social media, websites and multimedia channels

Jan 2015 – Dec 2016

SOUTHDALE

Marketing Executive

SME Advertising Genies

Created an annual marketing plan which came 30% under budget after including a new automation approach to sending news blurbs via text instead of email improving customer engagement and awareness by 40%.

- Facilitate marketing strategies for SME clients to improve brand awareness, company image and create customer purchasing intent

- Work closely with graphic designers and digital artists to create logo's marketing material and branding for corporate gifting
- Analyze the results of campaigns from sales data received by the Regional Account Executives and present findings to senior management
- Create scripts for television, Youtube and radio advertising
- Conduct market analysis based on client needs and requirements and outline a full product lifecycle campaign strategy
- Train and coach five interns every quarter

Jan 2013 – Jul 2014

JACKSONVILLE

Junior Marketing Executive

Blue Bay Insurance

Spearhead the conceptualization and renovation of the in-house CRM program bossing customer satisfaction ratings from 70% to 89% within 30 days of implanting the training curriculum for all call center employees in the customer retention department.

- Introduce the company products and service offerings to clients via innovative awareness campaigns
- Source, collate and edit marketing content on par with current trends and marketing concepts
- Assist PR, Medical Sales and CRM teams with project administration and scheduling
- Execute online and offline marketing, advertising and promotion activities
- Monitor and analyze competitor performance and behavior
- Liaise with suppliers for delivery of marketing and promotional materials
- Proofread and edit content for printed advertising and website materials
- Support Product Marketing and Sales teams with user registration and subscription sign-ups on webinars and e-campaigns

Languages

English



Spanish



Education

Sep 2019 – Present

CAMBRIDGE

Harvard University

Master's Degree in Marketing Management and Analytics

Course Curriculum:

- International Marketing
- Mastering Metrics
- Digital Strategy
- Data Handling and Decision Making
- Data Visualization

May 2018 – Dec 2018

ONLINE

American Marketing Association (AMA)

Certified Professional Marketer

Feb 2012 – Nov 2014

CHICAGO

University of Illinois

Courses

Jan 2018 – Feb 2019

Digital Marketing Course
Google Academy, Online

Skills

Conversion Optimization	● ● ● ● ●	Events Marketing	● ● ● ● ●
Onsite Merchandising	● ● ● ● ●	Product Launches	● ● ● ● ●
Market Dynamics	● ● ● ● ●	Landing Page Optimisation	● ● ● ● ●
Statistical Analysis	● ● ● ● ●	Bid Management	● ● ● ● ●
Marketing Trends	● ● ● ● ●	SEO	● ● ● ● ●
Content Creation	● ● ● ● ●	SEM	● ● ● ● ●
Branded Campaigns	● ● ● ● ●	Omni Channel Communication	● ● ● ● ●
Market Dynamics	● ● ● ● ●		