

Marketing Assistant

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EMMA WILSON

Place Of Birth
San Antonio

Driving License
Full

PROFILE

Passionate Marketing Assistant with a love for exclusive customer awareness and engagement strategies incorporating online and offline marketing tools to promise holistic reach-out campaigns. Highly skilled in market analysis and brand management activities. Achieved a Summa Cum Laude result for a Bachelor's Degree and Marketing.

Skills

- Omni Channel Communication
- Research Methodologies
- A/B Testing
- Market Dynamics
- Statistical Analysis

EMPLOYMENT HISTORY

Marketing Assistant at ABSA, Weifang

January 2019 – March 2021

Responsible for providing support to Head of Marketing and team of 4 proficient marketing professionals.

- Creating and designing graphics for 33+ banner adverts for Facebook.
- Improving the efficacy of customer database, removing 300+ improper datapoints.
- Monitoring social media platforms like Instagram, YouTube, Twitter, Pinterest, and Facebook for the most recent trends and ideas.

- Creating PowerPoint presentations from draft marketing proposals.

Marketing Assistant at Two Pixels Media, Lobatse

January 2017 – December 2019

Solely responsible to implement initiatives for improving email marketing open rates to 35%, bringing the total leads from this channel up to 24% of the company total from 10%.

- Thought of and initiated Parkland Volunteering Days every quarter together with accompanying PR efforts, assisting to better employee satisfaction and CSR.
- Running Facebook and Twitter social media profiles, increasing traffic to the site from these channels by 73% in the first eight months.
- Updating digital content and accountable for copywriting projects associated with notifications, press releases, and reminders on social media platforms.
- Delivering required feedback on pending items for external stakeholders such as suppliers, venue hosts, and event organizers.

EDUCATION

Master's Degree in Marketing Management and Analytics, California State University, Orange County

March 2021 – Present

Bachelor's Degree in Strategic Marketing , Harvard University, Kolbermoor

March 2021 – March 2021

- GPA: 3.73
- Major Subjects: Consumer Behavior, Marketing Research, Strategic Marketing Management.
- Minor Subjects: Sales Management, Promotional Strategy, Global Marketing.
- Awards & Honors: American Marketing Association Scholarship recipient, Dean's List (every semester)
- Clubs & Organizations: Hiking Club, Track & Field Athletics.
- Leadership: President of the Entrepreneurs Club, Life Coach for College Mentors for Kids program.

LINKS

[Resume Templates](#) [Resume.io](#)

HOBBIES

Baseball, Hockey, Track

ACCOMPLISHMENTS

- Designed an online tool that updates student registrations and induction session selections generating over 20 000 clicks and 5 million page impressions in 4 weeks.
- Initiated online branding efforts over social media platforms, which resulted in a 38% uptick in new leads.

- Increased open rates for online client campaigns by 39% and landing page conversion rates by 67% through implementing a daily 3-minute vlog that introduces the company's products and services on YouTube.
- Created a blog that increased the university's online newspaper subscription by 44%. Obtained a 2 million dollar sponsorship for the campus radio station with a weekly marketing podcast that promotes local businesses in the area.
- Received 3320 likes on Facebook after promoting a campaign to raise money for a local athletics team via a crowdfunding program.

LANGUAGES

English

Spanish; Castilian