



PAMELA WARD

Profile

An accomplished marketing professional with an MBA and field-proven experience in renowned companies such as Newell Brands and Coca-Cola Company. Expertise in strategic planning, performance tracking, and team coordination with significant impact exhibited in previous roles through successful product launches, improved data accuracy, and team performance. Completed multiple professional certifications to further increase the depth of marketing skills.

Professional Experience

- May 2020 - present
Newell Brands, Atlanta, GA
Senior Marketing Specialist
 - Led a cross-functional team in the development and execution of thorough marketing plans to successfully launch three new product lines in 2021
 - Implemented a revised tracking system for all marketing campaign indicators, improving data accuracy by 20%
 - Mentored five junior marketing professionals by promoting effective team coordination, improving project completion rates by 30% over the previous term
- January 2019 - April 2020
Coca-Cola Company, Atlanta, GA
Marketing Analyst
 - Oversaw the planning and execution of key branding strategies, contributing to a 10% increase in brand awareness in targeted markets within 60 days
 - Leveraged data analysis skills to measure the effectiveness of marketing campaigns, resulting in a 15% improvement in resource allocation
 - Managed content creation and management for online platforms, significantly increasing web traffic by 25% within one year

Certifications

- Certified Marketing Management Professional (CMMP), International Institute of Marketing Professionals, 2023
- Professional Certified Marketer (PCM), American Marketing Association, 2022
- Certified Product Marketing Manager (CPMM), Association of International Product Marketing and Management, 2021

(123) 456-7890

email@example.com

LinkedIn | Portfolio

City, State Abbreviation Zip Code

EDUCATION

Master of Business Administration (MBA) - Marketing

University of Georgia, Atlanta, GA
2020

Bachelor of Business Administration in Marketing

Georgia State University, Atlanta, GA
2018

KEY SKILLS

Content management

Data analysis

Digital marketing

Performance tracking

Team coordination