

JM

Jessica Martin

I am a results-oriented marketing executive with extensive experience in digital marketing and campaign management. I excel in content strategy, performance analysis, and cross-functional team leadership to drive brand growth.

CONTACT



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LinkedIn



San Francisco, CA 94105

KEY SKILLS

- Digital marketing
- Content strategy
- Data analytics
- Campaign management
- Team leadership

PROFESSIONAL EXPERIENCE

SENIOR MARKETING SPECIALIST | NEWELL BRANDS , ATLANTA, GA
MAY 2020 – PRESENT

- Developed and executed marketing campaigns that increased brand awareness by 20%.
- Mentored a team of 10 professionals, leading to improved campaign effectiveness.

MARKETING ANALYST | COCA-COLA COMPANY , ATLANTA, GA
JANUARY 2019 – APRIL 2020

- Oversaw the planning and execution of digital marketing strategies, resulting in a 10% increase in online engagement.
- Utilized data analytics to optimize campaign performance, improving resource allocation by 15%.

EDUCATION

MBA – Marketing
University of Georgia , Atlanta, GA | May 2020

BBA – Marketing
Georgia State University , Atlanta, GA | May 2018