


# Jessica Martin

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

## CONTACT

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 LinkedIn

 San Francisco, CA  
94105

## KEY SKILLS

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

## PROFESSIONAL EXPERIENCE

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

- Led the development of marketing campaigns that increased brand awareness by 20%.
- Mentored a team of 10 professionals, resulting in improved campaign execution and data accuracy.

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

- Oversaw the planning and execution of key branding strategies, achieving a 10% increase in brand visibility.
- Leveraged data analytics to optimize campaign performance, enhancing resource allocation by 15%.

## EDUCATION

- Master of Business Administration (MBA) – Marketing  
University of Georgia , Atlanta, GA | May 2020