Rachel Green

I am an accomplished marketing analyst with an MBA and proven experience in data-driven campaign strategy. I excel in market research, performance tracking, and team coordination, contributing to significant improvements in brand performance.

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KEY SKILLS

- Market research
- Data analysis
- Digital marketing
- Performance tracking
- Team coordination

PROFESSIONAL EXPERIENCE

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

- Led a cross-functional team to launch three new product lines, increasing market share by 12%.

- Implemented performance tracking systems that improved data accuracy by 20%.

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

Conducted market analysis that led to a 15% improvement in campaign resource allocation.

Managed content creation and online platforms, boosting web traffic by 25%.

EDUCATION

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

- Bachelor of Business Administration in Marketing
  Georgia State University , Atlanta, GA │ May 2018