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SKILLS

- creative marketing
- event coordination
- social media engagement
- data analysis
- campaign management
- customer feedback

EDUCATION

**BACHELOR OF SCIENCE IN MARKETING,
UNIVERSITY OF CALIFORNIA, 2015**

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Increased promotional outreach by 45% through strategic social media campaigns.
- Recognized for exceptional event management skills during high-profile promotions.
- Achieved a 30% increase in customer engagement through targeted promotional strategies.

Michael Anderson

PROMOTIONS CAMPAIGN MANAGER

Versatile and creative Retail Promotions Coordinator with over six years of experience in executing innovative marketing strategies that enhance brand awareness and drive sales. Proven track record of successfully coordinating promotional events and campaigns across various retail channels. Expertise in leveraging social media and digital marketing tools to maximize outreach and engagement.

EXPERIENCE

PROMOTIONS CAMPAIGN MANAGER

Retail Visionaries

2016 - Present

- Managed end-to-end promotional campaigns that increased sales by 35% year-over-year.
- Developed engaging promotional content for social media platforms and email marketing.
- Coordinated logistics for promotional events, ensuring all elements were executed smoothly.
- Analyzed campaign performance data to inform future promotional strategies.
- Collaborated with design teams to create visually appealing promotional materials.
- Engaged with customers to gather feedback and enhance future promotional efforts.

MARKETING PROMOTIONS SPECIALIST

Retail Success Strategies

2014 - 2016

- Supported the execution of marketing strategies that enhanced brand visibility.
- Conducted customer surveys to assess the effectiveness of promotional initiatives.
- Created promotional calendars to streamline event planning.
- Collaborated with cross-functional teams to align promotional activities with business objectives.
- Monitored social media channels for engagement and promotional effectiveness.
- Assisted in the coordination of product launches and promotional campaigns.