Sophia Martinez
Entry-Level Sales

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Aspiring undergraduate with a strong foundation in social media marketing and trend analytics, looking to begin my career in sales with Lone Star Analysis. Passionate about using marketing trends from project experience to collaborate with a company that values innovative solutions backed by data.

PROJECTS

Trends and Strategy - Team Researcher   2022

- Initiated a bi-monthly SWOT analysis program to identify market opportunities and threats, reducing marketing expenses by 11.4%.
- Analyzed the data of 62+ customers using Clearbit to group the target audience, **leading to a 39% improvement in customer profiling.**
- Executed 4 data-driven marketing strategies that capitalized on current trends, speeding up the decision-making process by 21%.
- Created engaging 3 pitch decks in Google Slides, attracting local angel investors to fund the project with $15,932.
- Worked alongside the product team to observe consumer behavior in Mixpanel, resulting in a 14% increase in feature adoption.

SMM Mastery - Team Member   2021

- Aided the design team to createe eye-catching illustrations and infographics, increasing social media engagement by 33%.
- Volunteered to develop a comprehensive social media live event, attracting 4 influencers for future collaboration.
- Introduced a social media listening plan to learn customer pain points and revamp previous content, leading to a 53.7% increase in customer feedback scores.
- Documented procedures for social media marketing processes to identify inefficiencies and automate tasks that improved workflow productivity by 46%.
- Leveraged Sprout Social's reporting features to track the correlation between social media engagement and monthly sales, **increasing the average ROI on social media by 12.6%.**

EDUCATION

University of Texas at Dallas - Bachelor of Science, Marketing
2020 - current   Richardson, TX

SKILLS

Zoho CRM; Mailchimp; Mixpanel; Clearbit; Google Slides; Sprout Social