

HALEIGH WEST

Marketing Associate

✉ haleighw@email.com

☎ (123) 456-7890

📍 Santa Fe, NM

🌐 [LinkedIn](#)

EDUCATION

B.S.

Marketing

University of New Mexico

📅 August 2010 - December 2013

📍 Albuquerque, NM

WORK EXPERIENCE

Marketing Associate

Ben Nozzi

📅 October 2018 - current 📍 Santa Fe, NM

- Collaborated with cross-functional teams to develop 15 successful social media marketing campaigns
- Conducted trend forecasting, predicting future growth potential and enabling product development, resulting in \$89K in profit
- Developed method to reduce time to complete administrative tasks by 60% by introducing cutting-edge software
- Utilized Capsule to understand consumer behavior through CRM, resulting in information that drove a 34% increase in web traffic
- Organized 4 large fundraiser events, **bringing in 450+ individuals for potential marketing** while boosting positive name recognition
- Maintained robust knowledge of 10+ types of data analysis and visualization software, including SAS, MS Office, and SPSS

Entry Level Marketing Assistant

Southern National Roofing

📅 January 2015 - October 2018 📍 Santa Fe, NM

- Collaborated on a team awarded a 2017 Ignite Award for excellence in marketing campaigns
- Worked with 8 marketing staff to produce successful campaigns
- Researched customer preferences, generating polls, questionnaires, and quizzes to **identify 3 untapped markets**
- Briefed 2 departments on data garnered from marketing research 2-3 times per month
- Communicated with potential clients, signing 200+ up for monthly newsletters, with 90% opting in

Marketing Intern

Step Up

📅 January 2014 - January 2015 📍 Albuquerque, NM

- Strategized data collection methods, drafting polls, questionnaires, and other consumer initiatives that led to a new marketing campaign, resulting in profits greater than \$15K
- Redesigned 3 unsuccessful campaigns in accordance with consumer feedback, enhancing 2 to boost engagement by 300%

SKILLS

Salesforce; MS Suite; Paid Ads (Facebook, Google, LinkedIn, Instagram, retargeting); SEO; Adobe Photoshop and InDesign ; Organized ; Communication