HALEIGH WEST

MARKETING ASSOCIATE

CONTACT

haleighwest@email.com ✉

(123) 456-7890 📞

Santa Fe, NM 📍

[LinkedIn](#) in

EDUCATION

B.S.
Marketing
University of New Mexico
August 2010 - December 2013
Albuquerque, NM

SKILLS

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

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%
- Conducted data visualization using 5 types of software, presenting graphics to 40+ stakeholders and employees across all departments