

# Clemetine Hepworth

Assistant Marketing Manager

✉ [clemetine.hepworth@gmail.com](mailto:clemetine.hepworth@gmail.com)

☎ (142) 516-0751

📍 123 Main St, Columbus, OH  
43215

## Education

### Bachelor of Business Administration in Marketing at Miami University, Oxford, OH

Sep 2016 - May 2021

Relevant Coursework: Marketing Strategy, Consumer Behavior, Digital Marketing, Market Research, Brand Management, Advertising, Public Relations, and Global Marketing.

## Links

[linkedin.com/in/clemetinehepworth](https://www.linkedin.com/in/clemetinehepworth)

## Skills

SEO Optimization

Google Analytics

Social Media Management

Content Creation

Email Campaigns

Adobe Creative Suite

CRM Software

## Languages

English

Portuguese

## Hobbies

Photography

## Profile

Results-driven Assistant Marketing Manager with 2 years of experience in developing and executing strategic marketing campaigns to drive business growth. Skilled in market research, data analysis, and creative content development. Proven ability to collaborate effectively with cross-functional teams and build strong relationships with key stakeholders. Adept at managing multiple projects simultaneously while maintaining a keen attention to detail and commitment to achieving business objectives.

## Employment History

### Assistant Marketing Manager at Procter & Gamble, OH

Feb 2023 - Present

- Successfully led the launch of a new product line, resulting in a 20% increase in sales and a 15% boost in market share within the first year, exceeding initial projections by 10%.
- Developed and executed an innovative digital marketing campaign that increased website traffic by 30%, generating over 50,000 new leads, and ultimately contributing to a 12% growth in annual revenue.
- Implemented a data-driven marketing strategy that improved customer targeting, leading to a 25% reduction in customer acquisition costs and a subsequent increase in overall marketing ROI by 18%.

### Marketing Coordinator at The J.M. Smucker Company, OH

Sep 2021 - Jan 2023

- Successfully launched a new product line, resulting in a 15% increase in sales and generating over \$1 million in revenue within the first six months.
- Developed and executed a comprehensive social media strategy, increasing overall brand engagement by 25% and growing the company's Instagram following by 10,000 users within one year.
- Coordinated and managed 20+ trade shows and events annually, leading to a 30% increase in qualified leads and contributing to a 10% YoY growth in new customers.

## Certificates

### Certified Marketing Management Professional (CMMP)

Apr 2022

### American Marketing Association's Professional Certified Marketer (PCM)

Feb 2021

## Memberships

### 1. American Marketing Association (AMA)