

Maicee Cardani

Marketer

Profile

Employment History

Details

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(493) 893-1814

123 Oak Street, Oklahoma City, OK 73102

Results-driven Marketer with 1 year of experience in implementing effective marketing strategies to drive business growth and enhance brand visibility. Adept at leveraging digital channels, conducting market research, and executing targeted campaigns to maximize customer engagement and ROI. Demonstrated ability to collaborate with cross-functional teams, showcasing excellent communication and analytical skills. Committed to staying current with industry trends and expanding marketing knowledge to contribute to organizational success.

Marketing Manager at Catalyst Marketing Group, OK

Apr 2023 - Present

- Successfully increased overall company revenue by 35% in one year by implementing targeted marketing campaigns and optimizing digital advertising strategies, resulting in a significant boost in customer acquisition for Catalyst Marketing Group.
- Led a cross-functional team to develop and launch a new product line, which resulted in a 50% increase in sales within the first six months of release and garnered positive feedback from both customers and stakeholders.
- Developed and executed a comprehensive social media strategy that resulted in a 150% increase in organic followers and a 60% increase in engagement rates across all platforms, ultimately driving higher brand awareness and customer loyalty for Catalyst Marketing Group.
- Spearheaded a complete website redesign that improved user experience and increased average session duration by 40%, leading to a 25% increase in online conversions and contributing to overall business growth.

Marketing Coordinator at High Five Media Group, OK

Sep 2022 - Mar 2023

- Achieved a 35% increase in social media engagement for High Five Media Group's clients within one year, by developing and executing targeted content strategies across various platforms, including Facebook, Instagram, and Twitter.
- Successfully implemented an email marketing campaign that resulted in a 20% boost in open rates and a 15% increase in click-through rates, leading to a significant increase in website traffic and conversions for the company's top clients.
- Coordinated and executed a rebranding project for a major client, which led to a 25% increase in brand awareness and a 30% increase in sales within six months, surpassing the client's expectations.
- Played a key role in securing a partnership with a prominent industry influencer, resulting in a 50% increase in organic reach for High Five Media Group's content and a 40% increase in new client inquiries.