

# Agapita Aulwes

## Marketing Account Executive

Results-driven Marketing Account Executive with 2 years of experience in managing client accounts and executing successful marketing campaigns. Proven ability to develop and maintain long-lasting client relationships while consistently exceeding sales targets. Adept at analyzing market trends and identifying growth opportunities. Exceptional communication and presentation skills, with a strong focus on customer satisfaction and brand development.

[agapita.aulwes@gmail.com](mailto:agapita.aulwes@gmail.com)

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1234 Lone Star Lane, Austin, TX 78701

### Education

**Bachelor of Arts  
in Marketing and  
Communications at Texas  
State University, San  
Marcos, TX**

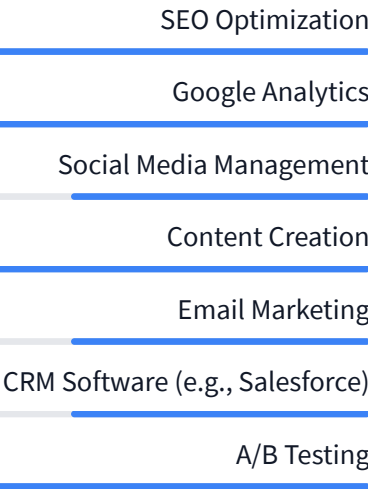
Sep 2017 - May 2021

Relevant Coursework:  
Marketing Strategies,  
Consumer Behavior,  
Advertising and Promotion,  
Social Media Marketing, Public  
Relations, Brand Management,  
Content Creation, Market  
Research, and Integrated  
Marketing Communications.

### Links

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

### Skills



## Employment History

### Marketing Account Executive at GSD&M, TX

May 2023 - Present

- Increased revenue by 25% within the first year by successfully managing and growing key accounts, resulting in over \$1 million in additional sales for GSD&M.
- Developed and executed a targeted marketing campaign that generated a 35% increase in qualified leads, leading to a 20% boost in overall conversions for a major client.
- Implemented a data-driven approach to optimize marketing strategies, resulting in a 15% reduction in cost per acquisition and a 10% increase in customer lifetime value across multiple accounts.
- Spearheaded a rebranding initiative for a key client, which led to a 50% increase in brand awareness and a 30% improvement in customer engagement within six months.

### Associate Marketing Account Executive at Ansira, TX

Jul 2021 - Apr 2023

- Successfully launched a targeted email marketing campaign for a major client, resulting in a 35% increase in open rates and a 20% boost in conversion rates within three months.
- Implemented a comprehensive social media strategy for a key client, leading to a 25% growth in their followers across all platforms and a 30% increase in user engagement within six months.
- Spearheaded a search engine optimization (SEO) project for a client's website, improving its Google ranking from page 3 to page 1 within four months and driving a 40% increase in organic traffic.
- Coordinated a multi-channel advertising campaign for a high-profile client, achieving a 15% increase in brand awareness and generating over \$1 million in revenue within the first quarter of the campaign.

## Certificates

### 1. American Marketing Association's Professional Certified Marketer (PCM) - Digital Marketing

Oct 2021

### 2. HubSpot Inbound Marketing Certification

Apr 2020