

Maralyn Zinno

Marketing Account Manager

✉ maralyn.zinno@gmail.com
☎ (875) 591-5072
📍 123 Oak Street, Birmingham,
AL 35201

Education

**Bachelor of Science in
Marketing Management at
University of Alabama,
Tuscaloosa, AL**

Sep 2017 - May 2021

Relevant Coursework: Marketing Strategy, Consumer Behavior, Market Research, Digital Marketing, Advertising and Promotion, Brand Management, Sales Management, Product Development, and Marketing Analytics.

Links

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

Skills

Salesforce proficiency

Google Analytics expertise

SEO optimization

Social media management

Content creation

Email marketing

Adobe Creative Suite

Languages

English

Indonesian

Profile

Results-oriented Marketing Account Manager with 2 years of experience in effectively managing client relationships and driving marketing campaigns. Adept at identifying client needs, developing strategic marketing plans, and executing successful campaigns. Demonstrated ability to increase brand awareness and achieve revenue growth through data-driven decision making and strong collaboration with cross-functional teams. Skilled in utilizing digital platforms, analytics, and creative problem solving to deliver exceptional results for clients and stakeholders.

Employment History

Marketing Account Manager at Red Clay Interactive, AL

Apr 2023 - Present

- Successfully increased overall client revenue by 35% within the first year by implementing targeted marketing campaigns, optimizing ad spend, and improving customer engagement strategies.
- Developed and executed a comprehensive social media strategy for a major client, resulting in a 50% increase in organic followers and a 40% increase in website traffic from social platforms within six months.
- Managed a cross-functional team to launch a new product line for a key client, generating over \$1 million in sales within the first quarter of release and exceeding initial sales projections by 25%.
- Implemented a data-driven approach to email marketing, resulting in a 20% increase in open rates, a 15% increase in click-through rates, and a 10% increase in conversions for a major client's email campaigns over a six-month period.

Associate Marketing Account Manager at Big Communications, AL

Aug 2021 - Feb 2023

- Implemented a comprehensive social media marketing strategy for a major client, resulting in a 35% increase in engagement and a 20% boost in sales over six months.
- Successfully managed a \$500,000 marketing budget for multiple clients, optimizing ad spend and achieving a 25% reduction in cost-per-acquisition while maintaining lead quality and volume.
- Developed and executed a targeted email marketing campaign for a key client, leading to a 50% open rate, 30% click-through rate, and a 10% conversion rate, surpassing industry benchmarks and contributing to a 15% increase in annual revenue for the client.

Certificates

Professional Certified Marketer (PCM)

Sep 2021

Certified Marketing Management Professional (CMMP)

Aug 2020