

Emaley Idarraga

Marketing Administrator

✉ emaley.idarraga@gmail.com
☎ (925) 579-9854
📍 1234 Maple Street, Green Bay, WI 54301

EDUCATION

Bachelor of Science in Marketing Administration at University of Wisconsin-Madison, WI
Aug 2017 - May 2021
Relevant Coursework: Marketing Strategy, Consumer Behavior, Market Research, Advertising and Promotions, Digital Marketing, Sales Management, Public Relations, Brand Management, and Business Analytics.

LINKS

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

SKILLS

SEO
Google Analytics
Social Media Management
Content Creation
Email Marketing
CRM (Customer Relationship Management)
Adobe Creative Suite

LANGUAGES

English
German

HOBBIES

Photography

PROFILE

Marketing Administrator with 2 years of experience in executing successful marketing strategies, managing administrative tasks, and supporting overall marketing objectives. Adept at coordinating marketing events, analyzing market trends, and implementing social media campaigns. Demonstrated ability to multitask, work under deadlines, and collaborate with cross-functional teams. Proficient in data analysis and leveraging marketing tools to drive brand growth and achieve business goals.

EMPLOYMENT HISTORY

- Marketing Administrator at Quad/Graphics, WI**
Apr 2023 - Present
 - Successfully increased overall customer engagement by 35% within a year by implementing targeted marketing campaigns and optimizing content across various digital platforms.
 - Achieved a 20% growth in lead generation within six months by redesigning the company website, improving SEO and PPC strategies, and enhancing social media presence.
 - Developed and executed a comprehensive marketing plan that resulted in a 25% increase in sales revenue within the first quarter, surpassing initial projections by 10%.
- Marketing Assistant at American Family Insurance, WI**
Aug 2021 - Mar 2023
 - Successfully increased customer engagement by 25% through the implementation of targeted email marketing campaigns, resulting in a 15% growth in policy renewals over a one-year period.
 - Spearheaded a social media strategy that boosted the company's online presence, leading to a 30% increase in followers across all platforms and a 20% increase in website traffic within six months.
 - Coordinated and executed a local community event that attracted over 500 attendees, generating 100 new leads and ultimately converting 50 of those leads into new policyholders, resulting in \$75,000 in additional annual premium revenue.

CERTIFICATES

- Certified Marketing Management Professional (CMMP)**
Oct 2021
- American Marketing Association's Professional Certified Marketer (PCM)**
Aug 2020

MEMBERSHIPS

- American Marketing Association (AMA)
- Association of National Advertisers (ANA)