

# Nevada Mackley

Marketing Assistant

## Profile

Results-driven Marketing Assistant with 1 year of experience in supporting marketing initiatives and driving brand growth. Adept at executing creative campaigns, social media management, and data analysis. Excellent communication and organizational skills, with a keen eye for detail. Strong team player, dedicated to contributing to overall marketing success.

## Employment History

### Marketing Assistant at Texas Digital Marketing, TX

May 2023 - Present

- Successfully implemented a social media campaign that increased brand visibility by 35% and drove a 20% increase in website traffic within six months.
- Developed and executed an email marketing strategy that resulted in a 25% increase in open rates and a 15% boost in click-through rates, ultimately generating a 10% growth in sales for Texas Digital Marketing.
- Assisted in organizing and promoting a major industry event, attracting over 1,000 attendees and generating a 50% increase in leads compared to the previous year.
- Conducted comprehensive market research and analysis, identifying key areas for improvement and contributing to the development of a marketing plan that led to a 30% increase in qualified leads and a 20% increase in overall revenue.

### Marketing Coordinator at Lone Star Marketing Solutions, TX

Sep 2022 - Mar 2023

- Successfully launched a new product line, resulting in a 35% increase in sales and generating \$1.2 million in revenue within the first six months for Lone Star Marketing Solutions, TX.
- Developed and executed a comprehensive social media strategy that led to a 50% growth in organic followers, a 40% increase in engagement rates, and a 20% boost in website traffic within one year.
- Coordinated and managed over 15 successful marketing events, including trade shows, webinars, and product demonstrations, leading to a 25% increase in qualified leads and contributing to a 10% overall growth in annual sales.
- Implemented a data-driven email marketing campaign that targeted specific customer segments, resulting in a 30% higher open rate, a 20% improvement in click-through rates, and a 15% increase in conversions compared to previous campaigns.

## Education

### Bachelor of Arts in Marketing at Texas A&M University, College Station, TX

Aug 2018 - May 2022

## Details

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## Links

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

## Skills

Copywriting

SEO

Google Analytics

Social Media Management

Email Campaigns

Graphic Design

CRM Software

## Languages

English

Bengali

## Hobbies

Photography

Calligraphy

Gardening