

# Kimerly Hachtel

Marketing Associate

## Profile

Dedicated Marketing Associate with 1 year of experience in driving brand growth through innovative marketing strategies and campaigns. Adept at analyzing market trends, identifying target audiences, and executing targeted promotions. Strong communicator with a proven track record of building positive relationships with clients and team members. Demonstrates excellent problem-solving and creative thinking skills, with a passion for staying current on industry developments. Committed to delivering results that drive business growth and enhance brand image.

## Employment History

### Marketing Associate at Red Ventures, NC

Feb 2023 - Present

- Successfully launched a multi-channel marketing campaign for a major client, resulting in a 30% increase in leads and a 25% increase in conversions within six months.
- Implemented data-driven strategies to optimize email marketing efforts, leading to a 15% improvement in open rates and a 20% increase in click-through rates.
- Collaborated with cross-functional teams to develop and execute a comprehensive content marketing plan that drove a 40% increase in organic search traffic and a 35% increase in time spent on site.
- Played a key role in the planning and execution of an annual industry event, attracting over 1,000 attendees and generating a 50% increase in sponsorship revenue compared to the previous year.

### Marketing Assistant at Pinnacle Business Solutions, NC

Sep 2022 - Dec 2022

- Successfully increased overall brand visibility by 30% through the implementation of targeted marketing campaigns, resulting in a 15% increase in new clients for Pinnacle Business Solutions, NC.
- Developed and executed social media strategy that led to a 50% growth in followers across all platforms, driving a 20% increase in website traffic and generating 10% more leads for the company.
- Streamlined email marketing efforts, leading to a 25% increase in open rates and a 35% increase in click-through rates, ultimately contributing to a 12% boost in conversion rates.
- Coordinated and managed 5 successful trade show events, resulting in a 40% increase in booth traffic and generating 200+ high-quality leads for the sales team.

## Certificates

### HubSpot Inbound Marketing Certification

Sep 2021

✉ [kimerly.hachtel@gmail.com](mailto:kimerly.hachtel@gmail.com)

☎ (308) 486-3977

📍 123 Main St, Charlotte, NC 28202

## Education

### Bachelor of Arts in Marketing at University of North Carolina at Chapel Hill, NC

Aug 2018 - May 2022

Relevant Coursework: Marketing Principles, Consumer Behavior, Market Research, Digital Marketing, Advertising and Promotion, Brand Management, Social Media Marketing, Marketing Analytics, Sales Management, and Integrated Marketing Communications.

## Links

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

## Skills

SEO Optimization

Google Analytics

Social Media Management

Content Creation

Email Campaigns

Adobe Creative Suite

CRM Software

## Languages

English

Portuguese