

Freida Goldschmidt

Marketing Communications Manager

✉ freida.goldschmidt@gmail.com

☎ (414) 391-6590

📍 1234 Bluegrass Lane,
Lexington, KY 40502

Education

Bachelor of Arts in Marketing Communications at University of Kentucky, Lexington, KY

Sep 2014 - May 2018

Relevant Coursework:

Advertising and Promotion,
Digital Marketing, Consumer
Behavior, Market Research,
Integrated Marketing
Communications, Branding and
Identity, Social Media Marketing,
and Public Relations.

Links

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

Skills

SEO Optimization

Google Analytics

Social Media Management

Content Creation

Email Marketing

Adobe Creative Suite

CRM Integration

Languages

English

Japanese

Profile

Marketing Communications Manager with 5 years of experience in developing and executing strategic marketing plans, managing cross-functional teams, and driving brand growth. Proven expertise in creating innovative campaigns, leveraging digital platforms, and fostering strong media relationships to increase brand awareness and generate leads. Skilled in data-driven decision-making and delivering measurable results for increased ROI. Adept at collaborating with internal and external stakeholders to ensure successful marketing initiatives and excellent stakeholder satisfaction.

Employment History

Marketing Communications Manager at Kentucky Lottery Corporation, KY

Apr 2023 - Present

- Developed and executed a successful marketing campaign for the Kentucky Lottery Corporation, resulting in a 15% increase in ticket sales and generating \$50 million in additional revenue for the fiscal year.
- Implemented an innovative social media strategy that boosted the company's online presence, leading to a 25% increase in followers across all platforms and a 10% increase in website traffic.
- Spearheaded the rebranding initiative for the Kentucky Lottery Corporation, which increased brand awareness by 20% and contributed to a 12% growth in overall market share.
- Managed a team of marketing professionals to successfully launch three new lottery games, resulting in combined first-year sales of over \$75 million and attracting more than 100,000 new players to the platform.

Marketing Communications Specialist at Doe-Anderson, KY

Sep 2018 - Feb 2023

- Successfully increased brand engagement by 35% through the development and execution of a targeted social media campaign for a major client at Doe-Anderson, KY, resulting in a significant boost in online presence and customer interaction.
- Implemented a comprehensive email marketing strategy that led to a 25% increase in open rates and a 15% increase in click-through rates within six months, greatly improving the effectiveness of client communications and driving higher conversions.
- Played a key role in the planning and execution of a large-scale product launch event at Doe-Anderson, KY, which attracted over 500 attendees and generated a 20% increase in sales for the featured product within the first month post-launch.

Certificates

Certified Marketing Management Professional (CMMP)

Mar 2022

Certified Digital Marketing Specialist (CDMS)