


Amelya Economos

Marketing Communications

Results-driven Marketing Communications professional with 1 year of experience in developing and executing strategic marketing campaigns. Adept at creating engaging content, managing social media platforms, and analyzing campaign performance. Proven ability to collaborate with cross-functional teams, optimize marketing budgets, and enhance brand awareness. Demonstrated success in driving customer engagement, increasing online presence, and contributing to overall business growth.

amelya.economos@gmail.com 

(254) 158-9382 

123 Maple Street, Buffalo, NY 
14221

Education

**Bachelor of Arts in
Marketing Communications
at Syracuse University, NY**

Aug 2017 - May 2022

Relevant Coursework:

Marketing Strategy, Consumer Behavior, Advertising and Promotions, Digital Marketing, Public Relations, Social Media Marketing, Brand Management, Media Planning, Market Research, Integrated Marketing Communications, and Marketing Analytics.

Links

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

Skills

SEO



Google Analytics



Mailchimp



Hootsuite



Adobe Creative Suite



Salesforce CRM



WordPress



Employment History

Marketing Communications Manager at Edelman, NY

Mar 2023 - Present

- Successfully spearheaded a digital marketing campaign for a major client, resulting in a 25% increase in website traffic, and a 15% growth in sales over six months.
- Developed and executed a comprehensive social media strategy for a high-profile product launch, garnering over 10 million impressions and 2 million engagements within the first week of the campaign.
- Managed a team of 8 marketing professionals to create a multi-channel communications plan for a global brand, ultimately increasing overall brand awareness by 30% and boosting market share by 5% within one year.

Marketing Communications Specialist at , NY

Jul 2022 - Jan 2023

- Successfully launched a new product line, resulting in a 25% increase in sales revenue and a 15% growth in market share within the first year of launch in the New York market.
- Developed and executed an integrated marketing campaign that generated a 35% increase in website traffic, a 20% boost in social media engagement, and a 10% growth in newsletter subscribers over a six-month period.
- Streamlined the content creation process by implementing a project management tool and editorial calendar, which led to a 30% reduction in production time and improved overall team efficiency.
- Conducted a comprehensive competitor analysis and market research project that identified key opportunities for expanding the company's presence in the New York market, resulting in the development of three new strategic partnerships and a 12% increase in annual sales.

Certificates

Certified Marketing Communication Professional (CMCP)

Jan 2022

American Marketing Association's Professional Certified Marketer (PCM) in Digital Marketing

Dec 2020