

# Donie Daul

Marketing Communications Specialist

✉ [donie.daul@gmail.com](mailto:donie.daul@gmail.com)

☎ (478) 247-4636

📍 1234 Desert Lane, Phoenix, AZ 85001

## EDUCATION

### Bachelor of Arts in Marketing Communications at Arizona State University, Tempe, AZ

Aug 2017 - May 2021

Relevant Coursework: Marketing Strategy, Consumer Behavior, Digital Marketing, Social Media Marketing, Brand Management, Media Planning, Public Relations, Advertising, Content Creation, and Market Research.

## LINKS

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

## SKILLS

SEO Optimization

Google Analytics

Social Media Management

Content Creation

Email Marketing

Adobe Creative Suite

CRM Integration

## LANGUAGES

English

Portuguese

## HOBBIES

Photography

Calligraphy

## PROFILE

Marketing Communications Specialist with 2 years of experience in developing and implementing strategic marketing campaigns across multiple platforms. Adept at content creation, social media management, and event planning to drive brand awareness and customer engagement. Proficient in utilizing data-driven insights to optimize campaign performance and achieve business objectives. Strong interpersonal and communication skills, with a demonstrated ability to collaborate effectively in a fast-paced environment.

## EMPLOYMENT HISTORY

### ● Marketing Communications Specialist at LaneTerralerver, AZ

Apr 2023 - Present

- Increased organic website traffic by 35% over a six-month period, resulting in a 20% increase in lead generation for LaneTerralerver clients through the implementation of a targeted content marketing and SEO strategy.
- Developed and executed a multi-channel digital marketing campaign that increased brand awareness by 50% and drove a 30% increase in sales for a major client within the first quarter of the campaign's launch.
- Streamlined internal communication processes, reducing project completion time by 25% and increasing overall team productivity by 15%.
- Successfully managed a budget of over \$1 million in marketing initiatives, ensuring all projects were completed on time and within budget while achieving a 40% return on investment for LaneTerralerver clients.

### ● Associate Marketing Communications Specialist at RIESTER, AZ

Sep 2021 - Feb 2023

- Implemented a successful social media campaign that increased the company's online presence by 35%, resulting in a 20% increase in website traffic and generating over 100 new leads within six months.
- Developed and executed an email marketing strategy that improved open rates by 25% and click-through rates by 15%, contributing to a 10% increase in overall sales for the company.
- Collaborated with the creative team to design and launch a new company website, which led to a 30% increase in user engagement and a 50% improvement in average time spent on site.
- Managed a \$50,000 advertising budget, optimizing the allocation of funds across various channels and achieving a 150% return on investment (ROI) within one year.

## CERTIFICATES

### HubSpot Inbound Marketing Certification

Feb 2022

### Google Analytics Individual Qualification (GAIQ)

Oct 2020