

# Mahina Crespy

Marketing Coordinator

## Profile

Marketing Coordinator with 1 year of experience in driving successful marketing campaigns, enhancing brand visibility, and improving customer engagement. Proficient in leveraging social media platforms, creating compelling content, and conducting market research to support data-driven decision-making. Adept at collaborating with cross-functional teams and managing multiple projects simultaneously. Committed to delivering results and contributing to the overall growth of the organization.

## Employment History

### Marketing Coordinator at Acxiom Corporation, AR

Apr 2023 - Present

- Successfully increased overall brand awareness by 20% within one year by devising and implementing targeted marketing campaigns across various channels, including social media, email, and events.
- Boosted lead generation by 35% and conversion rates by 15% through the development and optimization of data-driven marketing strategies, resulting in a 25% increase in sales revenue.
- Streamlined marketing processes and reduced operational costs by 10% by introducing new project management tools and automating repetitive tasks, leading to improved team efficiency and productivity.
- Coordinated and executed over 50 successful promotional events, trade shows, and webinars that attracted over 10,000 attendees, significantly enhancing Acxiom Corporation's market presence and industry reputation.

### Assistant Marketing Coordinator at CJRW, AR

Sep 2022 - Feb 2023

- Successfully launched a social media campaign for a major client that generated a 25% increase in engagement and a 15% increase in sales within the first three months.
- Coordinated a multi-channel marketing strategy for a regional event, resulting in a 35% increase in attendance and a 20% increase in sponsorship revenue compared to the previous year.
- Developed and executed an email marketing campaign targeting potential clients, achieving a 30% open rate and a 10% conversion rate, leading to a 5% increase in overall clientele for CJRW.
- Streamlined the marketing project management process by implementing a new software system, reducing project completion time by 20% and increasing team productivity by 15%.

## Education

### Bachelor of Arts in Marketing and Communications at University of Arkansas, Fayetteville, AR

Aug 2018 - May 2022

Relevant Coursework: Marketing Strategies, Consumer Behavior, Brand Management, Public Relations, Advertising, Social Media Marketing,

## Details

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## Links

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

## Skills

SEO Optimization

Google Analytics

Social Media Management

Content Creation

Email Campaigns

Adobe Creative Suite

CRM Software

## Languages

English

Mandarin

## Hobbies

Photography

Calligraphy

Gardening