

Clarine Stanis

Marketing Executive

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📍 1234 Palm Tree Lane, San Diego, CA 92101

Education

Bachelor of Business Administration in Marketing at California State University, Long Beach

Sep 2016 - May 2021

Relevant Coursework: Marketing Research and Analytics, Consumer Behavior, Brand Management, Digital Marketing Strategies, Integrated Marketing Communications, Sales and Customer Relations, Advertising and Promotions, and Product Development and Management.

Links

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

Skills

SEO

Google Analytics

Social Media Management

Content Creation

Email Marketing

CRM (Customer Relationship Management)

PPC (Pay-Per-Click)

Languages

English

Hindi

Profile

Results-oriented Marketing Executive with 2 years of experience in driving brand growth and maximizing market share. Adept at analyzing market trends, designing and executing targeted campaigns, and fostering strategic partnerships. Demonstrated success in delivering creative solutions, leveraging digital platforms, and optimizing customer engagement to achieve business objectives. Strong interpersonal and communication skills with a passion for consistently exceeding KPIs and driving revenue growth.

Employment History

Marketing Executive at Salesforce, CA

Apr 2023 - Present

- Successfully launched a new product line, resulting in a 25% increase in annual revenue and attracting over 500 new clients within the first year of launch.
- Developed and executed a comprehensive digital marketing strategy that increased website traffic by 40% and generated 1,000+ qualified leads per month for the sales team.
- Implemented a data-driven approach to optimize marketing campaigns, resulting in a 20% decrease in customer acquisition costs and a 15% increase in conversion rates.

Assistant Marketing Executive at Adobe, CA

Sep 2021 - Mar 2023

- Implemented a highly successful social media marketing campaign that increased Adobe's brand engagement by 35% and attracted 50,000 new followers across various platforms within six months.
- Developed and executed a targeted email marketing strategy that resulted in a 25% increase in open rates and a 15% boost in click-through rates, leading to a 10% growth in overall sales conversions.
- Collaborated with the creative team to produce an award-winning video advertisement for Adobe's latest product launch, which generated over 2 million views on YouTube and a 20% increase in product sales within the first three months.
- Conducted extensive market research and analysis to identify key trends and opportunities, leading to the development of a new marketing initiative that increased customer retention rates by 18% and contributed to a 12% growth in annual revenue.

Certificates

Certified Professional Marketer (CPM)

May 2022

American Marketing Association's Professional Certified Marketer (PCM)

Mar 2021