

Mickel Bernett

Marketing manager

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📍 123 Maple St, Philadelphia, PA 19103

Education

Bachelor of Science in Marketing Management at Temple University, Philadelphia, PA

Sep 2014 - May 2018

Relevant Coursework: Marketing Strategy, Consumer Behavior, Digital Marketing, Market Research, Advertising and Promotion, Sales Management, Brand Management, Social Media Marketing, Product Management, Marketing Analytics, and International Marketing.

Links

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

Skills

SEO

Google Analytics

Social Media Management

Content Creation

Email Marketing

CRM (Customer Relationship Management)

PPC (Pay-Per-Click)

Languages

English

Bengali

Profile

Results-driven Marketing Manager with 5 years of experience in developing and executing strategic marketing campaigns that drive brand growth and increase customer engagement. Adept at leveraging data-driven insights to optimize digital marketing initiatives, enhance brand visibility, and generate sales leads. Proficient in managing cross-functional teams, collaborating with key stakeholders, and utilizing cutting-edge marketing tools and technologies. Skilled in content creation, social media management, and event planning. Committed to driving innovation and consistently exceeding performance goals.

Employment History

Marketing Manager at Brownstein Group, PA

May 2023 - Present

- Achieved a 25% increase in new customer acquisition by implementing a multi-channel marketing campaign that integrated social media, content marketing, and targeted email outreach, resulting in a significant boost to the client portfolio at Brownstein Group, PA.
- Successfully managed a \$500,000 marketing budget, optimizing ad spend across various platforms, and generating a 35% higher return on investment (ROI) for clients compared to the previous year's campaigns.
- Led a team of 10 marketing professionals in the development and execution of a rebranding strategy for a major client, resulting in a 50% increase in brand awareness and a 20% growth in sales within six months of launching the new brand identity.

Assistant Marketing Manager at Tierney Communications, PA

Jul 2018 - Mar 2023

- Successfully launched a new product campaign that resulted in a 20% increase in sales within the first three months, generating an additional \$500,000 in revenue for Tierney Communications.
- Developed and implemented a data-driven marketing strategy that led to a 15% growth in overall brand awareness and a 25% boost in social media engagement within six months.
- Streamlined the marketing budget by identifying cost-saving opportunities, ultimately reducing marketing expenses by 10% without compromising the quality or effectiveness of campaigns.
- Coordinated and executed a successful promotional event that attracted over 1,000 attendees, resulting in 150 new client leads for Tierney Communications and a 12% increase in website traffic.

Certificates

Certified Marketing Management Professional (CMMP)

Mar 2022

American Marketing Association's Professional Certified Marketer (PCM)

Sep 2020