

Jenn Rancifer

Marketing Professional

Profile

Marketing Professional with 1 year of experience in driving brand growth through innovative marketing strategies and campaigns. Proficient in social media management, content creation, and market research, with a proven ability to increase engagement and brand awareness. Adept at collaborating with cross-functional teams, demonstrating excellent communication and analytical skills. Committed to staying current on industry trends and best practices to deliver optimal marketing solutions.

Employment History

Marketing Manager at Nevada Marketing Group, NV

Apr 2023 - Present

- Successfully launched a targeted social media campaign for a key client, resulting in a 25% increase in brand engagement and a 15% boost in sales over a six-month period.
- Implemented an innovative content marketing strategy that increased organic website traffic by 40% and generated over 10,000 new leads for Nevada Marketing Group clients within one year.
- Developed and executed a comprehensive email marketing campaign that led to a 35% increase in open rates and a 20% increase in click-through rates, ultimately contributing to a 12% growth in revenue for the company in 12 months.

Marketing Coordinator at Battle Born Digital Marketing, NV

Aug 2022 - Feb 2023

- Successfully launched a new product line that resulted in a 25% increase in sales within the first six months, leading to over \$500,000 in additional revenue for Battle Born Digital Marketing, NV.
- Developed and executed a comprehensive social media strategy that drove a 40% increase in engagement and a 20% boost in organic website traffic, contributing to an overall growth of 15% in online-generated leads.
- Implemented a targeted email marketing campaign that led to a 30% increase in open rates and a 10% rise in click-through rates, resulting in a 5% increase in conversions and \$200,000 in additional sales for the company.

Education

Bachelor of Science in Marketing at University of Nevada, Las Vegas

Sep 2018 - May 2022

Relevant Coursework: Marketing Strategy, Consumer Behavior, Market Research, Digital Marketing, Advertising, Brand Management, Sales Management, Marketing Analytics, Social Media Marketing, Content Marketing, Public Relations, and Product Development.

Certificates

Details

jenn.rancifer@gmail.com

(691) 281-9505

123 Silver Lane, Las Vegas, NV 89101

Links

linkedin.com/in/jennrancifer

Skills

SEO

Google Analytics

Social Media Management

Content Creation

Email Marketing

PPC Advertising

CRM Software

Languages

English

Dutch

Hobbies

Photography

Calligraphy

Homebrewing