

Raelynne Barbosa

Marketing Project Manager

✉ raelynne.barbosa@gmail.com

☎ (768) 275-8328

📍 123 Aloha Street, Honolulu, HI 96815

EDUCATION

Bachelor of Science in Marketing Management at University of Hawaii at Manoa, Honolulu, HI

Sep 2017 - May 2021

Relevant Coursework: Marketing Principles, Consumer Behavior, Market Research, Digital Marketing, Advertising and Promotion, Brand Management, Sales Strategies, Social Media Marketing, Marketing Analytics, and Global Marketing.

LINKS

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

SKILLS

SEO

Google Analytics

Social Media Management

Content Creation

Email Marketing

CRM (Customer Relationship Management)

PPC (Pay-Per-Click)

LANGUAGES

English

French

HOBBIES

PROFILE

Detail-oriented Marketing Project Manager with 2 years of experience in driving successful marketing campaigns and initiatives. Adept at leading cross-functional teams, managing budgets, and optimizing marketing strategies to maximize ROI. Proficient in leveraging data-driven insights to create impactful and engaging content, while ensuring timely project delivery and strong stakeholder communication. Demonstrated ability to adapt to new technologies and marketing trends, and consistently delivering results that drive business growth.

EMPLOYMENT HISTORY

- **Marketing Project Manager at Hawaii Marketing Group, HI**
Apr 2023 - Present
 - Successfully increased brand awareness by 35% for a major client through the implementation of a targeted social media campaign, resulting in a 20% increase in sales and a 15% growth in their customer base within six months.
 - Developed and executed a multi-channel marketing strategy for a new product launch, achieving 150% of the target sales goal within the first three months and generating over \$2 million in revenue.
 - Managed a cross-functional team of 10 members to create a comprehensive marketing plan for a local event, attracting over 5,000 attendees and generating a 50% increase in event revenue compared to the previous year.
- **Associate Marketing Project Manager at Anthology Marketing Group, HI**
Jul 2021 - Mar 2023
 - Successfully launched a new product campaign that generated a 25% increase in sales and attracted over 10,000 new customers within the first three months of its release.
 - Developed and executed a social media marketing strategy that led to a 40% growth in followers across all platforms, resulting in a 15% increase in website traffic and online inquiries for Anthology Marketing Group.
 - Managed a team of five to coordinate and execute a major industry event, securing 50 sponsors and attracting over 5,000 attendees, which exceeded the target by 20% and positioned Anthology Marketing Group as a leading agency in Hawaii.

CERTIFICATES

Project Management Professional (PMP)

Feb 2022

Certified Marketing Management Professional (CMMP)

May 2020

MEMBERSHIPS

Project Management Institute (PMI)