

ILDIKO MARLETT

Promotions Assistant

ildiko.marlett@gmail.com

(465) 568-0926

123 Main St, Rapid City, SD 57701



PROFILE

Dedicated Promotions Assistant with 1 year of experience in executing successful promotional campaigns and events. Adept at fostering strong relationships with clients, managing social media platforms, and coordinating with cross-functional teams. Proven ability to multitask, meet deadlines, and consistently deliver results that drive brand awareness and customer engagement.

LINKS

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

SKILLS

Copywriting

Social Media Management

Graphic Design

Event Planning

Adobe Creative Suite

Google Analytics

SEO Optimization

LANGUAGES

English

Spanish

HOBBIES

Photography

Scrapbooking

Playing a musical instrument

EMPLOYMENT HISTORY

● Promotions Coordinator at Dakota Promotions & Printing, SD

Mar 2023 - Present

- Successfully increased overall sales revenue by 25% within the first year of joining Dakota Promotions & Printing, by implementing innovative marketing strategies and building strong relationships with new and existing clients.
- Coordinated and executed over 100 promotional events in a single year, resulting in an average 30% increase in brand awareness and customer engagement for participating businesses.
- Developed and managed a social media campaign that boosted Dakota Promotions & Printing's online presence, leading to a 50% increase in website traffic and a 20% increase in online sales within just six months.

● Promotions Associate at SD Promotions, SD

Aug 2022 - Feb 2023

- Successfully launched a new promotional campaign for a major client, resulting in a 25% increase in sales and a 35% boost in brand awareness within three months.
- Managed and executed over 50 promotional events for various clients in a year, leading to an average of 15% increase in customer engagement and 10% growth in sales across all events.
- Developed and implemented a comprehensive social media strategy for the company, resulting in a 40% growth in followers and a 20% increase in website traffic within six months.

EDUCATION

Associate of Arts in Marketing and Communications at Black Hills State University, Spearfish, SD

Sep 2017 - May 2022

Relevant Coursework: Marketing Principles, Communications Strategies, Consumer Behavior, Digital Marketing, Advertising, Public Relations, Social Media Management, Market Research, Branding, and Marketing Analytics.

CERTIFICATES

Certified Professional in Advertising (CPA)

Jun 2022

Event Management Certificate Program

Aug 2020