

# Denaisha Oclair

## Senior Marketing Manager

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### Profile

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### Employment History

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#### Details

[denaisha.occlair@gmail.com](mailto:denaisha.occlair@gmail.com)

(822) 387-2155

123 Maple Street, Portland, ME 04101

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Results-driven Senior Marketing Manager with 5 years of experience in leading successful marketing campaigns and driving business growth. Adept at developing and executing innovative strategies that enhance brand awareness, increase customer engagement, and boost revenue. Skilled in market research, data analysis, and team management to optimize marketing efforts and deliver measurable results. Proven ability to collaborate cross-functionally and adapt to evolving market trends, consistently exceeding company goals and objectives.

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#### Senior Marketing Manager at Maine Media Collective, ME

May 2023 - Present

- Successfully launched a multi-channel marketing campaign that led to a 25% increase in magazine subscriptions and a 15% increase in website traffic within six months, resulting in a significant boost in advertising revenue for Maine Media Collective.
- Developed and executed a comprehensive social media strategy that grew the company's online presence by 50%, leading to a 30% increase in user engagement and a 20% rise in online ad sales.
- Implemented an innovative partnership program with local businesses, generating over \$500,000 in new revenue streams and expanding Maine Media Collective's reach to new audiences through co-branded events and promotions.

#### Marketing Manager at Garrand Moehlenkamp, ME

Jul 2018 - Apr 2023

- Successfully increased overall brand awareness by 35% within one year through the implementation of targeted marketing campaigns, resulting in a 20% increase in new customer acquisitions for Garrand Moehlenkamp.
  - Boosted social media engagement rates by 50% within six months by revamping content strategy, optimizing posting schedule, and implementing influencer partnerships, leading to an additional 10,000 followers across all platforms.
  - Developed and executed a comprehensive email marketing strategy that increased open rates by 25% and click-through rates by 15%, generating a 30% increase in sales leads for the company within a nine-month period.
  - Managed a \$1 million marketing budget, reallocating resources to high-performing channels and reducing overall cost per acquisition by 20%, ultimately resulting in a 10% increase in ROI for the marketing department.
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