



CONNIE WILSON

Marketing Coordinator

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Profile

Highly motivated and results-driven marketing coordinator with a strong background in developing and implementing effective marketing strategies. Skilled in digital marketing, campaign management, and market research. Proven ability to drive brand awareness, engage target audiences, and generate leads. Possesses exceptional organizational and communication skills, with a keen eye for detail. A creative problem solver who thrives in fast-paced environments and enjoys collaborating with cross-functional teams to achieve business objectives.

Education

Thynk Unlimited

Digital Marketing Specialization
2020-2022

Salford & Co. University

Bachelor of Arts in Marketing
2016-2019

Languages

English - Native
Spanish - C1
Japanese - A2

Skills

- Digital Marketing
- Trade Marketing
- Design Thinking
- Branding
- Social Media Marketing

Professional Experience

Rimberio Agency

Marketing Coordinator | Jan 2020 - Recent

- Assisted in the development and execution of marketing campaigns, including email marketing, social media, and advertising campaigns
- Coordinated and executed marketing events, including trade shows, webinars, and product launches
- Managed and maintained social media profiles, including content creation, scheduling, and engagement

Aldenaire & Partners

Marketing Analyst | Dec 2018 - Jan 2020

- Developed and maintained relationships with key industry partners and associations to drive brand awareness and generate leads
- Conducted market research and analyzed data to identify opportunities for growth and optimization
- Managed and maintained the company's social media profiles, including content creation, scheduling, and engagement

Larana, Inc.

Marketing Intern | Dec 2016 - Dec 2018

- Assisted in the development and execution of marketing campaigns, including social media, email marketing, and content marketing
- Conducted market research and analyzed data to identify opportunities for growth and optimization
- Assisted in the creation of marketing materials such as brochures, flyers, and sales presentations

Personal Experience

- Studied abroad in Spain for one semester, expanding cultural knowledge and gaining proficiency in the Spanish language.
- Completed an internship with a local marketing agency in Madrid, assisting with the development and execution of marketing campaigns for clients in various industries.

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