Scarlet Rodriguez

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# OBJECTIVE

Performance-driven individual, technologically-savvy and self-taught in the field of Marketing and Analytics. Searching for a Marketing Coordinator or Managerial role where I can use my business and management education to effectively execute marketing campaigns and operations.

# Education

## Florida State University May 2016

### B.A. Marketing Communications

GPA – 3.5

# Relevant Coursework

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| --- | --- |
| * Content Creation * Content Marketing Strategy * Social Promotions * Lead Nurturing * Conversion Optimization | * Topic Clusters * Email Marketing * Social Media Marketing * SEO – Intermediate * SEO - Advanced |

# Skills

Interpersonal skills

Analytical and problem-solving abilities

Organizational abilities

# Relevant Experience

## University of California Jan 2012 – Mar 2012

### Research Experience for Undergraduates Intern

* Attended lab group meetings, developed presentations, conducted successful research projects and recorded results within a thesis paper.
* Organized and maintain lab instruments, equipment and reagents.
* Cleaned, maintained, and assembled the extruder and its auxiliary parts and implemented the frequent calibration of liquid feed pumps and solid feed hoppers.

# Professional Experience

## Vanguards Limited Apr 2012 – Jun 2014

### Junior Manager

* Identified and qualified prospective clients through research and marketing strategies such as social media listening, search engine optimization and other advertising models.
* Contributed to the development of an automated weekly payroll system, and used it for other surreptitious tasks such as sales and marketing.

# Honors & Activities

* Influencer Marketing Awards, 2009
* Global Marketing Day Awards, 2008

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