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| Elizabeth Miller Marketing Director | 123 Park Avenue, Michigan MI 60689  www.hloom.com  info@hloom.com  (123) 456 78 99 |

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| |  | | --- | | Education | | 2007 to 2011  BSN in Business Marketing  University of Missouri St. Louis  St. Louis, MO  2008 to 2008  Certificate in Marketing Analytics Certification Class  St Charles Community College  Saint Charles, MO  May 2007  High School Diploma  Fort Zumwalt South High School | | related Skills | | Negotiation Goal-focused  Organization Analysis Abstraction  Adaptability  Creativity | | other skills | | HTML/HTML5, CSS/CSS3, JavaScript, Google Analytics, Google Search Console, Python, C+, C# | | |  | | --- | | Work Experience | | Jan 2012 – Feb 2013  MYM Web Design  Marketing Director   * Designed and developed a 30-60-90 day sales/marketing plan which completely turned around an almost bankrupt agency in-house. * Led product introduction orientation for a new internship plan which recruited a total of 37 student interns, which helped execute the 30-60-90 days plan.   Jun 2011 – Jan 2012  Global Holdings international  Marketing Manager   * Conceptualized and identified KPIs and tracker performance metrics on a team of marketers and salespeople. * Designed and developed a B2B marketing campaign with return on investment of over 200% the expected gains.   May 2008 – Jan 2012  lakewood wholesale  Marketing Assistant   * Coordinated the production of all marketing materials, including website landing pages, videos, email and newsletters. * Managed corporate communications on campaign results, strategies and ongoing productions.   Jan 2008 – May 2008  green energy united  Writer   * Wrote targeted content for a period of 6 months – wrote email, newsletters, articles and other written content. * Designed and developed content quality guideliens, topical manuals and other resourceful data for a team of 20 copywriters. | |

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