



EVELYN WHITE

Regional Marketing Specialist

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PROFESSIONAL SUMMARY

Innovative marketing professional with 5 years of experience driving regional strategies that enhance brand visibility and customer engagement. Adept at utilizing data analytics to inform decision-making, optimize marketing campaigns, and cultivate strong client relationships. Passionate about leveraging creative solutions to deliver measurable results in collaborative team settings.

WORK EXPERIENCE

Regional Marketing Specialist May / 2022-Ongoing
Quantum Solutions LLC Phoenix, AZ

- Oversaw marketing management for multiple properties in Bloomington, IN, enhancing local brand presence.
- Monitored and optimized company social media engagement, ensuring impactful and relevant content.
- Led marketing project implementation from concept to analysis, focusing on ROI metrics for each campaign.
- Conducted workshops to educate staff on effective social media strategies and best practices.
- Designed region-wide marketing strategies for nine properties, coordinating events to boost community engagement.
- Created comprehensive annual and quarterly marketing plans for the NY and NJ markets, aligning with business goals.
- Presented marketing performance and strategies to senior management during quarterly updates, facilitating informed decision-making.

Regional Marketing Specialist May / 2020-May / 2022
Cactus Creek Solutions Phoenix, AZ

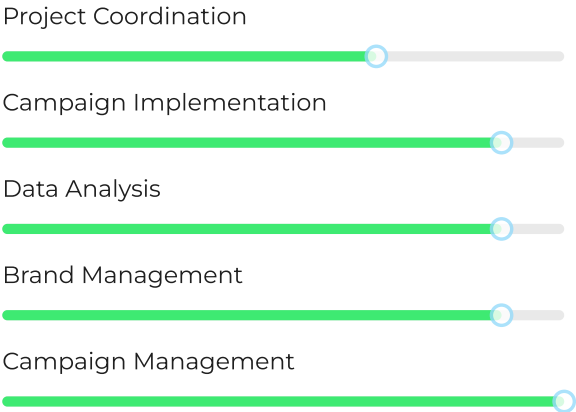
- Executed and managed over 150 marketing events and tradeshows in the auto industry, enhancing brand visibility.
- Served as a resource for financial planners and advisors, driving marketing initiatives for AIG variable annuities.
- Utilized market intelligence to boost sales within specified territories, aligning strategies with regional needs.
- Implemented agency management and marketing strategies to support regional objectives, achieving targeted outcomes.
- Analyzed agency data to streamline operations and enhance relationships with stakeholders.

EDUCATION

Bachelor of Science in Marketing May / 2018-May / 2020
University of Indiana Denver, CO

Focused on marketing strategies, consumer behavior, and digital marketing.

SKILLS



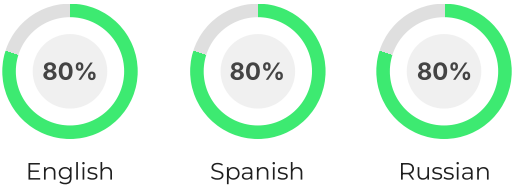
INTERESTS

- Fashion Volunteering
Fishing Music

STRENGTHS

- Confidence Stewardship
Gratitude Patience

LANGUAGES



ACHIEVEMENTS

- Increased brand awareness by 30% through targeted marketing campaigns.
- Achieved a 25% growth in customer engagement via social media strategy implementation.
- Managed a team that successfully executed over 50 marketing events, enhancing local visibility.