

SHAWN WOODY

267 Shorehaven Road, Norwalk, CT 73922
(999) 999-9999, Email: myname@hotmail.com

Marketing Executive – Digital

HIGHLIGHTS

- 7 years of dedicated service working as a marketing manager
- Conversant with managing strategic and budgetary planning in conjunction with technology
- Hands on experience of designing and implementing core digital marketing plans
- In depth knowledge of identifying customer needs and industry trends to assist in planning and executing of strategic marketing plans

KEY ACCOMPLISHMENTS

- Designed, implemented and tested the company's largest digital marketing campaign successfully
- Increased customer base by 55% in a single year by bringing in real business from the company's website

PROFESSIONAL EXPERIENCE

Nestle, Norwalk, CT | Mar 2008 – Present

Digital Marketing Executive

- Devise and implement both strategic and tactical digital marketing plans
- Create and implement integrated digital marketing campaigns as planned
- Manage social marketing strategies
- Monitor website metrics to foresee trends and keep tabs on traffic
- Design campaigns to promote products

Nestle, Norfolk, CT | Jan 2007 – Mar 2008

Marketing Assistant

- Assisted in the marketing activities of the department
- Worked with the marketing manager to assess customer needs and fulfill them as appropriate
- Managed the physical aspect of all campaigns such as materials and resources
- Assisted with digital marketing activities as directed
- Developed and tested campaigns in accordance to laid down plans
- Performed market research

EDUCATION

Connecticut State University, Norfolk, CT – 2007
Bachelor's Degree in Business Administration
Major: Marketing

ADDITIONAL STRENGTHS

- Technology savvy
- Excellent communication skills
- Ability to work on multiple tasks at one time
- Experience with marketing automation techniques
- Strong analytic and organizational skills

