

Marline L. Casseus

203 253-7631

Boynton Beach, FL 33426

marline624@gmail.com

Marketing Specialist with over eight years experience working with diverse organizations and clients to drive deliverables and results for core marketing programs. Developed and managed project plans and schedules across multiple projects, partnering and communicating across internal teams and licensed partners. A highly organized and detail-oriented Program Manager with excellent communication, listening and meeting facilitation skills.

Key Skills: Project Management, Adobe Creative Suite, Google Analytics, Webmaster Tools, Social Media Marketing tools, HootSuite, HubSpot, Sprout Social, MailChimp, WordPress, Microsoft Office. Fluent in French.

Certification: Google Analytics IQ, HubSpot Inbound Marketing, HubSpot Social Media Marketing.

Awards: Employee of the month, May 2017, Timex Corporation. Delta MU Delta International Honor Society for academic excellence in business administration

AREA OF EXPERTISE

Project Management
Content Management
Social Media Marketing

Relationship Management
Blogging and Podcasts
Email Marketing

Budget Management
Market Research
Data Analysis

PROFESSIONAL EXPERIENCE

MLC MARKETING, LLC – Charlotte, NC

June 2021 – Present

MARKETING STRATEGIST

- Manage clients' social networks (organic) to post content and respond to comments.
- Lead clients' content initiatives—develop content from scratch, edit content from others, and work with Management to obtain content approval (and document such approval), and publish content. Content may include blog posts/comments, infographics, ad copy, social media posts/comments, on-page site content, testimonials, brochures, etc.
- Coordinate, track and analyze marketing campaign results by utilizing CRM, back-office, email and digital marketing systems.

SELECTQUOTE – Overland Park, KS

September 2020 – June 2021

SALES DEVELOPMENT ASSOCIATE

- Deliver on campaign KPIs and team performance metrics (call volume, member conversion, etc).
- Responsible for creating positive first impressions with consumers at initial interaction with the Company.
- Educated consumers on the company's value proposition and further sold them on our best-in-call programs.
- Met and exceeded monthly goals in order to increase sales agent conversion.

CHARLOTTE MECKLENBURG LIBRARY – Charlotte, NC

Nov 2018 – May 2019

MARKETING & COMMUNICATIONS SPECIALIST

- Planned, coordinated, and published content for events including promotional emails, sales outreach, social and digital copy, presentation decks and scripts.
- Drove deadlines and approvals on a tight schedule.
- Managed the promotion of all programs for the Library's multiple locations.
- Created and managed plans for social media calendar across all platforms.
- Researched and distributed content about library programs and services throughout the Library's channels.
- Increased program participation by 22% through a well-coordinated digital marketing campaign.

FOOD LION – SALISBURY, NC

May 2018 – Jul 2018

DIGITAL MARKETING COORDINATOR & CPG

- Assisted in the development and implementation of marketing campaigns for the Food Lion brands.
- Created project timelines.
- Tracked marketing spending and provided updates to management.
- Coordinated CPGs shopper marketing campaigns throughout various social media channels.
- Managed requests for creative assets needed for website, prints, digital inserts and social media channels.

TIMEX GROUP USA, INC. – Middlebury, CT

Nov 2015 – Jul 2017

MARKETING COORDINATOR

- Kept team on-task, on-time, and managed communication through the marketing team and internal partners.
- Collaborated with internal stakeholders to coordinate brand awareness and marketing efforts.
- Managed project budget.
- Liaised with external vendors and agencies to execute promotional events and campaigns.
- Increased employee engagement across company's intranet accounts by 40% through employee campaigns.

ECOGENICS – Trumbull, CT

May 2014 – Nov 2015

MARKETING COORDINATOR & ANALYST

- Collected and analyzed web metrics, such as revenue, traffic mix, click-through and conversion rates.
- Executed monthly promotions through targeted email resulting in a 33% increase in click-throughs.
- Compiled future prospects and leads for growth opportunities; developed creative research tactics to gain insights into industry statistics.

BANK OF IRELAND GROUP – Stamford, CT

Aug 2006 – Jan 2014

EXECUTIVE ASSISTANT (LEVERAGED ACQUISITION FINANCE GROUP)

- Composed business/marketing materials relevant to Bank of Ireland's growth strategies.
- Accountable and responsible for event management for high profile bank/private equity clients.
- Planned and managed event budgets.
- Conducted financial and asset searches on individuals, institutions and countries to ensure OFAC compliance.
- Significantly reduced expenses by projecting daily travel needs for the senior management team.

EDUCATION

Master of Business Administration, Marketing – University of Bridgeport, Bridgeport, Connecticut

Bachelor of Arts, English – Eastern Connecticut State University, Willimantic, Connecticut