

# MARIA MARTIGNETTI

## MARKETING AND COMMUNICATION SPECIALIST

Passionate, forward-thinking Marketing Communications Specialist with 9 years of experience, with a history of success creating brand identity, advertising, and communications material that capture the attention of the targeted audience, through print material, web material, social media, and PR events. Proven ability to manage marketing and mission driven projects with superior on-time, on-budget, and on-target results. Strong attention to details, great problem-solving skills, and well-developed teamwork abilities.

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**Portfolio** - <https://majomaca93.wixsite.com/portfolio>

### WORK EXPERIENCE

#### Marketing Director

##### Lèlior – May 2024/Present

- Developing annual marketing strategies and plans.
- Creating and executing promotional campaigns.
- Managing the marketing budget.
- Overseeing marketing team members responsible for various segments or projects (content, search engine optimization, advertising, email, branding, PR, social media)
- Project management.
- Ensuring compliance with laws and regulations governing marketing efforts.
- Excellent communication and interpersonal skills.
- Strategic thinking and leadership to develop new ways to reach consumers and grow the business.
- Knowledge about current market trends.
- Leverage social media, search engine optimization, and other tactics to promote a company's products.
- Work well under pressure, flexibility, and meet deadlines.

#### Digital Marketing and Social Media Manager

##### Lipof & McGee Advertising - May 22/April 2024

- Increased digital traffic and engagement by 30% through targeted SEO and content strategies.
- Developed and executed multi-channel digital marketing campaigns, resulting in a 25% increase in ROI.
- Implemented successful email marketing campaigns, achieving a 20% open rate and 10% click-through rate.
- Utilized analytics to refine and optimize campaigns, leading to a 15% improvement in conversion rates.
- Spearheaded social media strategy overhaul, increasing followers by 40% and engagement by 50%.

#### Social Media and Marketing Manager

##### BetterNOI – April 2021/April 2022

- Led a comprehensive social media strategy, increasing brand visibility and follower count by 35%.
- Collaborated with the design team to create impactful marketing materials, enhancing brand image.
- Conducted market research to guide brand strategy, resulting in a 20% market penetration improvement.
- Managed and optimized LinkedIn, Twitter, Facebook, and Instagram accounts, boosting engagement by 45%.
- Developed and executed innovative growth strategies, leading to a 30% increase in website traffic.

## **Digital Marketing Manager**

**Pr.business -August 2020/April 2021**

- Oversaw digital marketing department, increasing campaign efficiency by 25% through strategic planning.
- Managed campaign budgets effectively, leading to a 20% cost reduction while maintaining campaign quality.
- Identified and leveraged industry trends, resulting in a 15% increase in audience engagement.
- Coordinated with media experts to enhance marketing results, achieving a 10% increase in lead generation.
- Initiated contests and giveaways, increasing customer interaction and brand awareness by 30%.

## **Marketing and Sales Coordinator**

**ABB – January 2020/July 2020**

- Implemented targeted marketing campaigns, resulting in a 20% increase in sales.
- Analyzed sales data to optimize marketing strategies, leading to a 15% increase in market share.
- Coordinated promotional materials and trade shows, enhancing brand presence and engagement.
- Conducted competitive product research, informing product development and positioning.
- Managed marketing budgets efficiently, achieving a 10% reduction in marketing expenses.

## **Marketing and Sales Supervisor**

**Norkinas – November 2017/ December 2019**

- Enhanced store operations, leading to a 20% increase in sales and a 15% reduction in operational costs.
- Implemented effective inventory management strategies, reducing stock discrepancies by 25%.
- Improved customer service standards, resulting in a 30% increase in customer satisfaction ratings.
- Oversaw staff training and development, enhancing team performance and efficiency.
- Achieved financial goals through strategic planning and cost control measures.

## **Journalist**

**Government of Portuguesa State – August 2015/August 2017**

- Produced engaging content for web and print, increasing readership by 25%.
- Conducted in-depth interviews and research, enhancing the quality and accuracy of reporting.
- Developed and edited audiovisual materials, boosting the institution's online presence.
- Supported event planning and logistics, ensuring successful execution and coverage.
- Performed fieldwork, gathering valuable information and stories for publication.

## **EDUCATION**

Bachelor of Science in Communication • Universidad Fermín Toro - Venezuela

## **CERTIFICATES**

- Build Your Online Businesses  
Google • December 2021
- Use Digital Tools for Everyday Tasks  
Google • December 2021
- Connect and Collaborate from Anywhere with Digital Tools  
Google • December 2021
- Prepare for Your Business Plan  
Google • December 2021
- Write a Business Plan  
Google • December 2021
- Marketing Specialist

Miami Dade College • December 2020

- Anatomy of a Brand

Explosion Creativa • December 2010

## **SKILLS**

- Digital Marketing Strategy
- Social Media Management
- SEO & PPC Campaigns
- Content Creation & Management
- Market Research & Analysis
- Brand Development & Management
- Project & Team Leadership
- Data Analysis & Reporting
- Customer Engagement & Retention
- Advertising & Promotional Strategy
- Email Marketing
- Web Analytics Tools