



GLORIA LOPEZ



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LinkedIn | Portfolio



City, State Abbreviation zip code

EDUCATION

Master of Business Administration (MBA) in Marketing

University of Toledo, Toledo, OH
September 2010 - June 2014

KEY SKILLS

Content marketing

Data analytics

Marketing automation

SEO

Social media management

Profile

A results-driven marketing professional with over eight years of experience in creating and executing strategic marketing campaigns across digital and traditional channels. A proven track record of driving brand visibility, increasing lead generation, and maximizing ROI through targeted initiatives. Possesses a keen understanding of market trends, consumer behavior, and a passion for developing innovative marketing strategies.

Experience

- June 2018 - present
Adam's Apple Marketing, Toledo, OH
Digital Marketing Manager
Managed all aspects of social media marketing, including content creation, audience engagement, and campaign analysis, resulting in a 30% boost in follower engagement over the past year.
Conducted in-depth market research to identify emerging trends and competitive landscapes, providing strategic insights that contributed to a 15% increase in market share.
Led a successful product launch for a new line, surpassing sales targets by 20% and garnering positive media coverage.
Implemented marketing automation tools, streamlining lead nurturing processes and increasing efficiency by 25%.
- January 2015 - May 2018
Great Scott Marketing Agency, Toledo, OH
Digital Marketing Specialist
Executed targeted SEO initiatives, resulting in a 35% improvement in organic search rankings and a 50% increase in website traffic.
Managed end-to-end email marketing campaigns, achieving an average open rate of 25% and a click-through rate of 15%, exceeding industry benchmarks.
Collaborated with cross-functional teams to develop and implement multi-channel marketing campaigns, contributing to a 30% growth in client satisfaction.
Analyzed campaign performance using Google Analytics and provided actionable insights to optimize future strategies.

Certifications

Certified Digital Marketing Professional (CDMP), Digital Marketing Institute, 2020

Google Analytics Individual Qualification (GAIQ), Google Analytics Academy, 2017