GLORIA LOPEZ

# Profile

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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

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