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FLORA JAMES

Marketing Specialist



217-273-2020



flora-james@email.com



Boston, MA

Education

Boston University

2019 - 2023

Boston, MA

Skills

Social Media Marketing

Content Marketing

SEO/SEM

Strategic Planning

Public Relations

Data Analysis

Advertising

Copywriting

Links

Portfolio: flora-james-marketing.com

LinkedIn: [flora-g-james](https://www.linkedin.com/in/flora-g-james)

Company website: blue-sky-enterprises.com

Professional summary

Dynamic and results-oriented Marketing Specialist with 3 years of experience in developing and executing successful marketing campaigns. Skilled in digital marketing, market analysis, and brand management.

Experience

BlueSky Enterprises

June 2023 - Now

Boston, MA

Marketing Specialist

- Develop and execute targeted marketing campaigns across multiple channels to increase brand awareness and drive customer acquisition.
- Analyze trends and consumer behavior to identify opportunities for product positioning and market penetration.
- Collaborate with cross-functional teams to develop marketing collateral, including website content and social media posts.

Starlight Marketing Solutions

July 2022 - December 2022

Boston, MA

Marketing Intern

- Assisted in the development and implementation of marketing strategies to promote products and services.
- Managed social media accounts and engaged with followers to enhance brand visibility and customer engagement.

References

Marketing Manager,
BlueSky Enterprises

Sarah Johnson

- Phone: (987) 654-3210
- Email: sarah.johnson@email.com

Marketing Professor,
Boston University

Michael McGovern

- Phone: (333) 555-7890
- Email: emily.brown@email.com

