



McDonald's Marketing Specialist

Dona Sandy

Professional summary

Experienced Marketing Specialist with over 7 years of expertise in developing and executing successful campaigns. Seeking to leverage my skills in management, digital marketing, and consumer insights to drive growth and enhance brand visibility for McDonald's.

Experience

Senior Marketing Specialist

October 2021 - Now

Burgers & More Inc. / United States, Tucson, AZ

- Develop and execute integrated marketing strategies, including digital, social, and traditional media.
- Manage social media platforms, increasing follower base by 35%.
- Lead cross-functional teams to launch successful promotional campaigns and events.
- Oversee the creation of marketing content, including advertisements, website copy, and promotional materials.

Marketing Coordinator

April 2020 - September 2021

Quick Eats Group / United States, Tucson, AZ

- Assisted in the development and execution of marketing plans that led to a 15% increase in customer acquisition.
- Coordinated social media marketing efforts and managed advertising campaigns, enhancing online presence and customer engagement.
- Monitored and analyzed marketing metrics to measure campaign performance and adjust strategies for optimal results.
- Collaborated with design teams to produce effective marketing collateral and ensure brand consistency.

Marketing Assistant

May 2017 - February 2020

Tasteful Treats Ltd. / United States, Tucson, AZ

- Supported marketing department with daily tasks, including content creation, data entry, and market research.
- Conducted competitor analysis and provided insights to enhance marketing strategies and improve market positioning.
- Managed email marketing campaigns and tracked performance metrics to optimize open rates and engagement.

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United States, Tucson, AZ

Education

Bachelor of Arts in Marketing

2013 - 2017

University of Arizona

United States, Tucson, AZ

Certified Digital Marketing Professional (CDMP)

Digital Marketing Institute

2021

Skills

Marketing Strategy Development ◆◆◆◆◆

Brand Management ◆◆◆◆◆

Social Media Management ◆◆◆◆◆

Market Research and Analysis ◆◆◆◆◆

Content Creation and Management ◆◆◆◆◆

SEO and SEM ◆◆◆◆◆

Advertising and Promotion ◆◆◆◆◆

Event Planning and Coordination ◆◆◆◆◆

Budget Management ◆◆◆◆◆