

Zoye Peine

Marketing Associate

Profile

A motivated and proactive marketing professional with experience in online, print, events management and PR. Demonstrated ability to successfully lead projects from start to finish within challenging timeframes. A creative thinker with excellent communication skills able to build strong relationships both internally and externally.

Employment History

Marketing Associate at McDonald's, CA

May 2022 - Present

- Managed a team of 4-6 people in executing promotional campaigns and events.
- Successfully launched 3 major product lines which resulted in increased sales by 25%.
- Spearheaded the development and execution of an integrated marketing communications plan that generated awareness for the brand and drove traffic to retail locations.
- Negotiated with vendors to secure cost-effective rates for print, radio, television, online advertising, and other forms of promotion
- Wrote press releases that garnered media attention from local, regional, national outlets.

Assistant Marketing Manager at Burger King, CA

Sep 2018 - Mar 2022

- Managed email marketing campaigns for clients including planning, design, execution, and reporting; increased click-through rates by 30% on average.
- Led social media outreach efforts resulting in a 15% increase in follower growth month-over-month.
- Wrote and edited blog posts that generated over 10,000 unique pageviews per month on average.
- Created graphical content across multiple platforms (eBooks, Whitepapers, Infographics) which led to a 20% higher conversion rate on landing pages.
- Utilized Google Analytics & other tools to provide detailed monthly reports showing progress against objectives for 2 major accounts.

Certificates

Google Analytics Academy Certificates (GAAC)

Jan 2021

Hootsuite Social Marketing Certification (HSMLC)

Feb 2019

Marketo Certified Expert Exam (MCEE)

Apr 2017

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Education

B.S. in Marketing at Wake Forest University, Winston-Salem, NC

Sep 2014 - May 2018

Some technical skills I learned while studying marketing are campaign management, market analysis, and sales strategies.

Links

[linkedin.com/in/zoyepeine](https://www.linkedin.com/in/zoyepeine)

Skills

Marketing Research

Consumer Behavior Analysis

Market Segmentation

Product Positioning

SWOT Analysis

Languages

English

Japanese