Bobbiejo Ghazal

Marketing

Profile

A marketing professional with experience in both online and offline advertising and promotions. Proven ability to increase brand awareness and create a loyal customer base through effective marketing strategies. Skilled at developing relationships with customers, partners, and cross-functional teams. Experienced in managing budgets, creating project plans, and executing successful marketing campaigns from start to finish.

Employment History

Marketing Manager at Google: Washington
May 2022 - Present

- Increased website traffic by 300% over 6 months through a targeted SEO and social media strategy.
- Created and executed a successful email marketing campaign that resulted in a 10% increase in sales.
- Managed the development and launch of an effective new product line that achieved 30% market share within 6 months.
- Successfully rebranded the company, resulting in 15% growth in overall revenue.
- Designed and implemented a customer loyalty program which increased customer retention rates by 20%.

Assistant Marketing Manager at Yahoo!: California
Aug 2017 - Mar 2022

- Increased brand awareness by X% with a new marketing campaign.
- Generated X leads through inbound marketing channels.
- Converted X% of leads into sales with our targeted messaging and campaigns.
- Grew our email list by X subscribers.
- Increased traffic to the website byX%.

Certificates

Google Analytics Individual Qualification (GAIQ)
Feb 2021

Hootsuite Social Marketing Certification
May 2019

HubSpot Inbound Sales Certification
Mar 2018

✉ bobbiejo.ghazal@gmail.com
📞 370-711-2841
📍 10 South Main Street, Fair Haven, VT 05743

Education

Bachelor of Science in Marketing at University of Michigan, Ann Arbor, MI
Sep 2012 - May 2017

Through my Bachelor's degree in Marketing, I have gained strong analytical skills, ability to think critically, as well as excellent written and verbal communication skills.

Links

linkedin.com/in/bobbiejoghazal

Skills

Search Engine Optimization (SEO)

Paid Search Marketing (PSM)

Web Analytics

Copywriting

A/B Testing

Marketing Automation

Languages

English

Spanish