

# ISABEL MERCADO

*Marketing Manager  
(Combination Resume  
Example for Stay at  
Home Mom)*

## SKILLS SUMMARY:

### Digital Marketing

- Supported social media and brand presence across Instagram, Facebook, and Pinterest platforms
- Developed online marketing campaigns on Facebook and Instagram, increased followers by 3,500+ (Instagram) and 1200+ (Facebook)
- Made high-quality content for Instagram and Facebook (50+ Photos, 12+ Videos, 200+ Texts)
- Raised sales by 23% during 6 months through Instagram and Facebook channel

### Marketing Strategy

- 2 times a year made PEST and SWOT analysis
- Launched 3 new products (total profit \$2.23 billion)
- Raised sales by 12% during 1 year at offline shops
- Built a competitive advantage strategy which led to 20% increase of sales

## WORK BACKGROUND:

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### MARKETING MANAGER

*Cox Automotive  
May 2016 - June 2017*

- Coordinated sales meetings and trade shows
- Optimized and improved advertising campaigns and website modifications
- Measured, analyzed and reported on programs across a variety of metrics and KPIs to inform future strategic campaign execution
- Executed and optimized audience segmentation for campaigns

### MARKETING MANAGER

*Pond & Company  
April 2014 - April 2016*

- Supported retail marketing activities and key customers' ideation
- Analyzed marketing programs and recommend yearly improvement to strategic plans
- Developed promotional activities to drive sales and build market credibility
- Supervised all activities related to the brand and private label products in portfolio

## ACADEMIC HISTORY:

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### WILINGTON BUSINESS SCHOOL

*College of Entrepreneurship and Management*

### LEALDRICH HIGH SCHOOL

*2005-2009  
Honor Roll  
GPA 3.7  
Leadership Award*

## GET IN TOUCH:

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