

# Marsha Constant

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(770) 374-8004

## Professional Profile

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Results-driven digital marketing professional with strong skills in market research, lead generation, and content creation. Proficient in SEO analysis, CRM systems, and project coordination. Seeking an entry-level marketing position to leverage my skills in driving business growth through data-driven strategies.

## Education

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**Bachelor of Science - Digital Marketing**  
Southern New Hampshire University

Expected Graduation: May 2025  
Manchester, NH

## Core Competencies

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- Market Research
- Lead Generation
- SEO & SEM Analysis
- Social Media & Email Marketing
- Microsoft Office Suite
- CRM Systems Management
- Project Planning & Coordination
- Content Creation & Digital Strategy

## Relevant Experience

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### Business Development Administrator

January 2023 - December 2023

*Booth & Williams* | Lawrenceville, GA

- Spearheaded the creation and management of original digital content for social media platforms, driving increased engagement and expanding the company's online presence.
- Implemented a targeted email marketing campaign, segmenting audiences to boost open rates and conversion. This resulted in a 15% increase in sales inquiries within three months.
- Conducted in-depth SEO analysis using tools like SEMRush and Google Analytics, identifying opportunities to improve website performance and organic traffic.
- Used Google Analytics to track key performance indicators (KPIs) such as page views, bounce rates, and conversion rates, adjusting strategies to optimize user engagement.
- Managed and maintained CRM records, ensuring accurate data for better-targeted marketing efforts and personalized customer outreach.
- Collaborated with sales and marketing teams to develop and execute marketing strategies, including product launches and seasonal promotions.
- Analyzed product sales data to identify trends and develop marketing initiatives aimed at increasing customer retention and acquisition.

### Administrative Assistant

March 2020 - January 2022

*National Multi-Service Center* | Lawrenceville, GA

- Assisted in creating and formatting marketing materials, including brochures, presentations, and newsletters using Microsoft Office tools (Word, PowerPoint, Publisher).
- Collaborated with internal teams to update and organize client information in the company's CRM, improving the targeting and effectiveness of marketing campaigns.
- Managed communication and scheduling for company-wide meetings, ensuring alignment on marketing initiatives and company goals.
- Supported marketing team efforts by coordinating project timelines and assisting with event planning for promotional activities.
- Played a key role in the execution of smaller marketing projects, including digital outreach and content management using tools like Trello and Microsoft Office.

Previous Experience

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<b>Medical Scheduler</b> <i>Northside Hospital Heart Institute   Lawrenceville, GA</i>	January 2024 - Present
<b>Office Administrator</b> <i>USA Construction Consultants   Tucker, GA</i>	February 2022 - December 2022

Volunteer Experience

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<b>Marketing Team Volunteer</b> <i>Ephese French SDA Church   Norcross, GA</i>	January 2021 - Present
<ul style="list-style-type: none"><li>Designed marketing materials using tools like Canva to create flyers, posters, and social media posts to promote church events and activities.</li><li>Managed social media accounts, increasing engagement and visibility within the community through consistent content creation and strategic scheduling.</li><li>Collaborated with church leadership to develop communication strategies for outreach, ensuring cohesive messaging across all platforms.</li><li>Assisted in organizing and promoting community events, contributing to a 20% increase in event attendance through targeted digital marketing efforts.</li></ul>	