



CATHERINE CHRISTMAS

MARKETING SPECIALIST

CONTACT



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www.catherinechristmasportfolio.com

PROFILE

Develops and implements online and offline marketing & communication strategies while gaining a maximum return on investment for each.

SKILLS

PROFESSIONAL

Time management

Problem solving

Communication

Creativity

Leadership

EXPERIENCE

MARKETING SPECIALIST

Self Employed | 2015 - Current

- Plans and executes communications calendar, plans lead generation and promotion activities through monthly quarterly and yearly cycles.
- Analyzes market trends and optimizes effectiveness and efficiency of marketing & communication activities in order to reach leads.
- Maintains a clear and consistent brand.
- Works closely with copywriters
- Monitors and manages budgets by comparing and analyzing actual results with plans and forecasts.
- Manage companies' social media channels, blog and website.
- Builds and manages relations with industry partners.
- Run PPC ads with efficient media spend.
- Translates global campaigns and marketing activities to the local market.

CERTIFICATIONS

Google Adwords Search

Google Analytics

Coursera: Crash Course on Python

Cybrary: Network Troubleshooting & Tools

Cybrary: Network Fundamentals for Security Professionals

EDUCATION

B.S in Computer Science

American Military University
2016-2018

B.A in Anthropology

Millersville University
2008-2012