



Rosalynn Kerry

Marketing Manager

Experienced marketing professional adept at developing data-driven strategies and executing comprehensive marketing campaigns incorporating market research, digital media, and traditional promotional methods. Incorporates statistical analysis and data storytelling to achieve buy-in and identify marketing opportunities. Strong communicator who utilizes interpersonal skills to collaborate effectively with other departments and outside resources and cultivate relationships with strategic partners.

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XXXX Elizabeth St
Melbourne, FL 32901

WORK EXPERIENCE

Marketing Consultant

03/2022 - 06/2024

Thoma Development Cortland, NY

- Developed, implemented and managed marketing and branding strategies, budgets, procedures and processes
- Studied current positioning as well as market conditions and competition to provide comparison of the services/ experience offered
- Analyzed, researched, collected and translated messages to ensure clear, precise communication
- Worked with several levels of the organization to determine marketing strategies, including practice and/or industry groups and partners
- Coached other internal employees on marketing plans
- Facilitated and organized trainings as needed
- Assisted with networking, meetings, speaking engagements and client development

Marketing Manager

06/2020 - 11/2021

Caliber Home Loans Orlando, FL

- Managed the marketing timelines, budgets, project schedules and marketing plans for a financial services firm
- Directed the efforts and workflow of creative teams in order to deliver projects on time
- Developed and managed internal and external communications throughout the company for the appropriate stakeholders
- Maintained relationships with partners and alliances
- Cross-functionally worked with IT, Legal, HR, and Sales to create a business development system for the regional sales teams
- Implemented content management initiatives for corporate marketing and sales
- Collaboratively worked with a team of designers on developing digital and print marketing campaigns for the company's loan officers and branch managers
- Created and managed marketing collateral for the executive sales team to enhance production and increase profitability

Events & Sales Manager

01/2017 - 04/2020

Dove & Olive Hote Melbourne, VIC

- Handle events from initial enquiry through to event execution and client follow up
- Liaise with kitchen team to create new function menus; design and implementation of function menus
- Office management and reception duties; administrative support; managed customer queries and complaints.

EDUCATION

Public Communication

03/2013 - 04/2016

Bachelor of Arts University of Technology Sydney, NSW

CERTIFICATIONS AND AWARDS

- Australian Institute of Management, Sydney, NSW – Strategic Marketing: Marketing (Course) - 2016
- Royal Melbourne Institute of Tech, Melbourne, VIC – Graduate Certificate: Marketing (Certification) - 2016

SKILLS

Marketing Communication

Brand Messaging & Strategy Development

Digital Marketing

Grassroots Marketing

Brand Management

A/B Testing

Copywriting

Data Visualization

Content Management

Social Media Marketing

Sales Tracking

Google Ads

Figma

Miro