

# KATRINA CAMPBELL

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## EXPERTISE

Public Speaking  
Consumer Market Trends  
Research & Analysis  
Project Coordination  
Building Relationships

## PROFILE SUMMARY

**MARKETING ANALYST / SPECIALIST**  
Detail-oriented marketing professional with proven results in the penetration of a new market area. Experienced in writing proposals, website development and participation in promotional events.

## PROFESSIONAL EXPERIENCE

### United Blood, Marketing Coordinator

Atlanta, GA 2009 – Present

Recruited to execute geographic market analysis and positioning for new donor location (2008).

Assist with writing proposals. Identify and implement successful promotional efforts targeting under-represented demographics

Collaborate with Blood & Marrow Transplant Group of Georgia.

### Key Accomplishments

- ☑ Exceptional ability to identify target markets, increasing market share.
- ☑ Selected as key representative to present report findings at regional meetings to diverse audiences.
- ☑ Consistently finish projects ahead of deadline.
- ☑ Expanded marketplace exposure, resulting in 20% increase in donors at Marietta location.
- ☑ Helped realize exceptional branch growth in past six months; vying for #1 producer of donations in region.

### JM Huber Corporation, Marketing Assistant

Atlanta, GA 2005 – 2007

Presented proposals and information to diverse audiences at staff conferences regarding: promotion, distribution and services.

Stimulated client sales leads, focused business relations and distributed company literature.

Demonstrated ability to adapt to situations and improve procedures.

Provided executive level support to Marketing Department with PowerPoint presentations and spreadsheets with sales forecasting.

### Key Accomplishments

- ☑ Revamped entire process for adding company information to intranet system.
- ☑ Assisted with developing a new marketing budget to align with quarterly goals.
- ☑ Set the standard for researching new market trends that saved marketing managers 4 hours per week.
- ☑ Slashed freelancer costs by 30% after locating professionals through Elancer and Guru.com.
- ☑ Provided insight to creative team on how to target millennials and gain market share.
- ☑ Served as the only team member with knowledge of social media sites and engagement on a consistent basis.

## EDUCATION

**Bachelor of Business Administration: Marketing**  
University of Georgia, Athens: 2010

## SOFTWARE/TECHNICAL SKILLS

Microsoft Word, Excel & PowerPoint  
CRM Tools: Salesforce, Zoho & Pipedrive