



Troy Flores

Marketing Coordinator

- 📍 1266 Arlington Avenue
Maryville, TN 37801
- 📞 865-983-7928
- ✉️ troy.louis.flores@gmail.com
- 🌐 linkedin.com/in/troylouis89

● Resume Objective

Goal-oriented UC Davis graduate in Marketing Communication seeking to leverage two years of internship and entrepreneurial experience on the team at PwC as a Marketing Coordinator. Experience in working on marketing campaigns with 2M+ impressions to exceed client's sales goals. Portfolio of campaigns can be found at www.FloresDigitalMarketing.com. Thrilled to implement new content marketing approaches at PwC to increase user retention and ensure press materials accurately achieve business goals.

● Education

BA in Marketing Communications
UC Davis, 2016-2020

● Additional Skills

Software:

Screaming Frog, SEMrush, MailChimp, AdWords, Facebook Paid Ads

Languages:

French: Full Working Proficiency

● Skills Summary

● COMMUNICATIONS

- Crafted creative content pieces longer than 4,000 words on a weekly basis.
- Spearheaded rebranding efforts to better target customers in a given niche.
- Excelled at understanding the brand voice to speak to customers with emotional language.

● DIGITAL MARKETING

- Developed email marketing campaigns with >7% conversion rates through rigorous A/B testing.
- Implemented new SEO tools that increased product impressions by 25%.
- Identified areas for improvements of content, lead generation, and communication methods.

● SOCIAL MEDIA

- Published blog posts which had over 10,000 shares across social media websites.
- Managed social media communications across Facebook, Twitter, LinkedIn, Instagram, and YouTube.
- Drove brand awareness on marketing campaigns with the latest social media marketing techniques.

● CREATIVITY

Innovated a marketing strategy to target a niche market that has previously eluded a customer.

Brainstormed new, organic campaigns to help clients become industry leaders.

Forecast consumer trends for 2021 by studying industry trends and influencers.