


# Adelina Patzke

## Business Marketing Coach

I am a Business Marketing Coach with over 5 years of experience. I have helped my clients increase their sales by developing and implementing effective marketing strategies. My skills include market research, lead generation, brand management, and budgeting. I am also an expert in social media marketing and have a proven track record in increasing website traffic and engagement.

[adelina.patzke@gmail.com](mailto:adelina.patzke@gmail.com) 

(160) 350-8606 

2255 Mountain Rd, Stowe, VT   
05672

### Education

#### Bachelor of Science in Business Marketing at Champlain College, VT

Aug 2013 - May 2017

Some skills I've learned are effective communication, teamwork, time management, and critical thinking.

### Links

[linkedin.com/in/adelinapatzke](https://www.linkedin.com/in/adelinapatzke)

### Skills

Business marketing

Business coaching

Marketing strategy

Social media marketing

Search engine optimization  
(SEO)

Content marketing

Email marketing

### Employment History

#### Business Marketing Coach at Business Marketing Coach, VT

Apr 2022 - Present

- Grew a client's business by 30% in 6 months through effective marketing coaching.
- Saved a client \$10,000/month on their advertising spend by developing and implementing an optimized marketing strategy.
- Generated 500 new leads for a client in 2 weeks through targeted online ads.
- Increased website traffic for a client by 400% within 3 months through SEO optimization and content creation.
- Helped a client close 10 new high-value deals within 1 month of working together, totaling over \$1M in revenue.
- Trained and mentored 5 junior marketers who went on to become top performers in their field.

#### Business Marketing Specialist at The Marketing Coach, VT

Sep 2017 - Mar 2022

- Wrote and implemented a marketing strategy that increased sales by 25% in the first quarter.
- Led a team of 5 marketers to successfully execute a \$1 million branding campaign.
- Defined target markets for new products and created messaging that resonated with those audiences, resulting in a 30% increase in web traffic.
- Wrote copy for website, brochures, email campaigns, and social media that generated leads and drove conversions.
- Planned and executed trade show presence at 3 major industry events, which resulted in 10X ROI.
- Managed budgets totaling \$500K+ annually; consistently came in under budget while achieving or exceeding objectives.

### Certificates

#### Certified Business Marketing Coach (CBMC)

Jul 2021

#### Certified Social Media Marketing Specialist (CSMMS)

Feb 2020