

Delila Mastre

Marketing Communications Manager

Profile

I am a marketing communications manager with over 5 years of experience. I have extensive experience in both traditional and digital marketing, as well as public relations. I am an expert at creating and executing integrated marketing campaigns that achieve objectives while staying within budget. My skills include strategic planning, project management, copywriting, media relations, event planning, and graphic design. In my previous role, I increased brand awareness by 25% through the development and implementation of an innovative social media strategy.

Employment History

Marketing Communications Manager at Coca-Cola, OK

May 2022 - Present

- Wrote and distributed press release that resulted in 15% increase in web traffic.
- Led social media team to create campaign resulting in 10% increase in product sales.
- Wrote copy for direct mail campaign that increased response rate by 5%.
- Ideated and implemented new loyalty program which saw a 20% retention rate of customers.
- Negotiated rates with vendors, saving the company \$5,000 over the course of 6 months.
- Managed budget for marketing communications department, staying within allotted amount by 2%.

Assistant Marketing Communications Manager at Pepsi, OK

Sep 2017 - Apr 2022

- Wrote and distributed press releases that resulted in an average of 2-3 news placements per week.
- Monitored media coverage and shared weekly reports with senior management.
- Implemented social media strategy that increased followers by 20% month over month.
- Planned and executed promotional events, trade shows, webinars, and conferences resulting in positive brand awareness.
- Wrote marketing collateral such as case studies, brochures, website content, white papers, etc.
- Managed budget for projects ensuring efficient use of resources.

Education

Bachelor of Science in Marketing Communications at Oklahoma State University, OK

Aug 2013 - May 2017

I have learned excellent writing, communication, and marketing skills while studying for my Bachelor of Science in Marketing Communications.

Details

delila.mastre@gmail.com

(189) 344-5364

8950 S Pennsylvania Ave,
Oklahoma City, OK 73159

Links

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

Skills

Writing



Editing



Proofreading



Researching



Planning and Organizing



Time Management



Communication



Languages

English



Japanese



Hobbies

Organizing and planning events

Writing

Graphic design