

# Rheannon Hakala

Marketing Manager

## Profile

I am a marketing manager with over 5 years of experience. I have a proven track record in managing successful marketing campaigns and projects. I possess excellent communication, organizational, and problem-solving skills. I am also well-versed in the latest digital marketing tools and Trends

## Employment History

### Marketing Manager at Coca-Cola, ID

Mar 2022 - Present

- Exceeded quarterly sales targets by 15% through effective marketing campaigns.
- Planned and executed a successful trade show that resulted in 10% increase in brand awareness.
- Developed an award-winning social media strategy that increased website traffic by 25%.
- Led the development of a new product launch campaign that generated \$2M in sales.
- Wrote and edited compelling copy for all marketing collateral, resulting in a 20% uptick in customer engagement.

### Assistant Marketing Manager at Pepsi, ID

Sep 2017 - Jan 2022

- Led a team of 4 in developing and executing an integrated marketing campaign that increased brand awareness by X% and generated Y leads.
- Authored award-winning blog post that garnered 100,000+ views and was featured on top industry publications.
- Crafted innovative social media strategy resulting in Z new followers within 6 months.
- Generated \$X million in revenue through successful email marketing campaigns.
- Wrote compelling copy for website redesign that boosted traffic by X%.

## Certificates

### Certified Digital Marketing Professional (CDMP)

Jun 2021

### Certified Social Media Marketing Professional (CSMMP)

Oct 2019

## Memberships

American Marketing Association

Direct Marketing Association

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📍 1600 Pennsylvania Ave,  
Washington, DC 20500

## Education

### Bachelor of Science in Marketing at University of California, Berkeley

Aug 2012 - May 2017

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

## Links

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

## Skills

Marketing

Advertising

Public Relations

Event Planning

Social Media Marketing

Market Research

Project Management

## Languages

English

Urdu