

# ALURA SPRINGMAN

Marketing Manager

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## PROFILE

I have over 5 years of experience as a Marketing Manager. In my previous roles, I was responsible for developing and executing marketing plans to promote products and services. I have also managed social media accounts and created content calendars. Additionally, I have organized events such as trade shows and product launches. My skills include project management, copywriting, editing, proofreading, budgeting, event planning, etc.

## LINKS

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

## SKILLS

Marketing

Advertising

Public Relations

Event Planning

Social Media Marketing

Market Research

Project Management

## LANGUAGES

English

German

## EMPLOYMENT HISTORY

### Marketing Manager at Starbucks, WA

May 2022 - Present

- Led a team of 4 in executing a successful marketing campaign that increased product sales by 25%.
- Wrote and designed 3 winning proposals for new clients, leading to \$600,000 in new business.
- Successfully planned and executed a trade show booth that received rave reviews from attendees and generated leads worth \$2 million.
- Put together an effective direct mail campaign which resulted in a 5% increase in customer responses.
- Managed the development and implementation of all advertising campaigns across print, radio, TV, online platforms – resulting in 15% growth YoY.

### Assistant Marketing Manager at T-Mobile, WA

Aug 2017 - Apr 2022

- Led a team of 4 in designing and executing social media campaigns that increased web traffic by 20%.
- Wrote and distributed monthly newsletters to 500,000 subscribers which resulted in a 10% increase in sales.
- Negotiated with vendors to secure discounts on print and online advertising, saving the company \$5,000 per month.
- Managed budget of \$100,000/month for marketing initiatives including paid search, display advertising, email marketing & PR.
- Planned and executed 3 successful trade show events which generated leads worth over \$1 million dollars.
- Developed relationships with key partners and influencers resulting in collaborative content being shared across social channels reaching an audience of 2 million people.

## EDUCATION

### Bachelor of Science in Marketing at University of Washington, WA

Aug 2013 - May 2017

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

## CERTIFICATES

### Certified Digital Marketing Professional (CDMP)

Oct 2020

### Certified Social Media Marketing Professional (CSMMP)

May 2019