

# Lucette Belczyk

Marketing Manager

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📍 1292 Granite St, Manchester, NH 03104

## EDUCATION

### Bachelor of Science in Marketing at Dartmouth College, NH

Sep 2012 - May 2017

The skills I've learned while studying Bachelor of Science in Marketing are: marketing research, marketing strategy, and marketing management.

## LINKS

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

## SKILLS

Marketing

Advertising

Public Relations

Event Planning

Social Media Marketing

Market Research

Project Management

## LANGUAGES

English

Indonesian

## HOBBIES

Organizing social events

Trying new foods

Shopping

## PROFILE

I am a marketing manager with over 5 years of experience in the industry. I have a proven track record of success in managing campaigns and projects, as well as developing and executing marketing plans. I am an expert at identifying target markets, conducting market research, and creating effective marketing strategies that drive results. I am also skilled at managing budgets, overseeing creative processes, and leading teams to achieve objectives. In addition to my professional expertise, I am also a strategic thinker with strong analytical skills; able to make decisions quickly based on data analysis while always keeping the big picture in mind.

## EMPLOYMENT HISTORY

### ● Marketing Manager at The Home Depot, NH

May 2022 - Present

- Developed and executed marketing campaigns that generated a 20% increase in web traffic.
- Implemented new lead capture system that increased leads by 10%.
- Negotiated discounts with vendors which saved the company \$5,000 per month.
- Wrote copy for website, landing pages, emails and other collateral which improved conversion rates by 15%.
- Managed team of 4 direct reports and 2 contractors.

### ● Assistant Marketing Manager at Lowe's, NH

Aug 2017 - Mar 2022

- Successfully increased sales by 15% through innovative marketing campaigns.
- Created and executed a social media strategy that led to a 20% increase in web traffic.
- Managed a team of 4 direct reports and 10 indirect reports.
- Successfully launched 3 new products in the market.
- Developed relationships with key clients that resulted in repeat business.
- Negotiated contracts with vendors that saved the company \$5,000 per month.

## CERTIFICATES

### Certified Digital Marketing Professional (CDMP)

Jan 2021

### Certified Social Media Marketing Professional (CSMMP)

Feb 2019

## MEMBERSHIPS

American Marketing Association

Direct Marketing Association