

# Dellar Klotzer

Marketing Specialist

## Profile

I have over three years of experience as a marketing specialist. I have gained valuable knowledge and skills in this field, which I can use to help your company achieve its marketing goals.

As a marketing specialist, I am responsible for planning and executing marketing campaigns that promote the products or services of my organization. I also conduct market research to identify opportunities and trends that could benefit my company. In addition, I manage the production of promotional materials, such as brochures and website content.

Through my work experience, I have developed strong project management skills that allow me to effectively plan and execute complex marketing initiatives on time and within budget. My analytical skills enable me to assess customer needs accurately and develop targeted solutions that address their pain points. Additionally, my excellent communication skills allow me to build relationships with key stakeholders internally and externally

## Employment History

### Marketing Specialist at Salesforce, CO

Jun 2022 - Present

- Ideation and execution of successful marketing campaigns that boosted brand awareness by X% and increased leads by Y%.
- Planning and executing email marketing initiatives that achieved a open rate of Z% and click-through rate of A%.
- Developed an effective social media strategy resulting in B new followers within 2 months.
- Wrote compelling copy for website, landing pages, brochures, ads, etc. which helped increase conversions by C%.
- Conducted market research to identify customer trends & needs; used findings to create targeted messaging across channels.
- Managed PPC campaign spending \$Q while achieving R impressions and S clicks.

### Associate Marketing Specialist at HubSpot, CO

Aug 2019 - Apr 2022

- Wrote and designed three marketing emails per week that achieved an average open rate of 25%.
- Led a team of four in designing and executing a successful social media campaign that increased website traffic by 15%.
- Ideated, created, and implemented a new lead capture system on the company's homepage which resulted in a 10% increase in conversions.
- Wrote copy for various landing pages that converted at an average rate of 3.5%.
- Conducted user research via surveys, interviews, focus groups to inform design decisions for two major web redesign projects.
- Successfully managed 5 large-scale events from start to finish with budgets ranging from \$10k-\$50k.

## Details

[dellar.klotzer@gmail.com](mailto:dellar.klotzer@gmail.com)

(328) 462-9725

1234 White Oak Dr, Fremont, CA 94536

## Links

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

## Skills

SEO

Google Analytics

Social Media Marketing

Email Marketing

Content Writing

Graphic Design

## Languages

English

Hindi

## Hobbies

Listening to music

Watching movies

Travelling