

JAMILA I. DYER

• digital marketer •

ABOUT ME

Multifaceted, digital marketing sponge currently seeking a full-time role to grow and showcase my talents in creating innovative and unforgettable campaigns to reach audiences globally.

EXPERIENCE

May 2021 - TOTO USA

Current Marketing Coordinator

- Plan and execute trade show deliverables; helped produce cost-effective plans and troubleshooting
- Sprout Social & Google Analytics analysis, monitoring, and data analyzing
- Email marketing for sales team using Salesforce Pardot
- Coordinates media budgets and invoicing for promotional items
- Copywriting/proofreading all content consistent with TOTO brand message

Aug 2019 - GSMA - Contract

Mar 2020 Project Coordinator - Paid Media Assist

- Support the delivery of the mobile app/website for the MWC events (Asana)
- Assisting with scope definition, requirements documentation, vendor management, and stakeholder communication
- Weekly data reporting for MWC campaigns (DataStudio, Google Analytics, Excel)
- Invoicing/purchase order management assist for paid media team
- Google Ads/Facebook Ad Manager campaign assist for paid media team

Jun 2018 - Cr8vminds - Marketing Firm

Aug 2018 Marketing Coordinator - Intern

- Usage of Hootsuite and Later App for Social Media maintenance
- Created new social media layout plans for clients
- Invoicing/purchase order management assist
- Presented ideas on marketing strategies to the management team

May 2016- State Farm Insurance Company

Aug 2016 Marketing Specialist - Intern

- Cold called on customers and businesses for customer acquisition
- Processed monthly insurance premiums in a timely manner
- Consistent leader in policy sales
- Presented ideas on marketing strategies to the management team

SKILLS

Project Management - Asana

Social Media Marketing

Market Reporting - Excel

Copywriting

Content Strategy -

Canva

Adobe InDesign

EDUCATION

2015-2019 • Georgia State University

B.A. Economics w/ Marketing minor

Alpha Kappa Psi Professional Business Fraternity, Inc.

CERTIFICATIONS

Dec 2019 - Jan 2022 • Hubspot Academy

Hubspot Inbound Marketing Certification

Jan 2020 - Jan 2023 • Google

Google Analytics Certification

August 2021 • Salesforce

Salesforce Pardot Certification (In Progress)

VOLUNTEERISM

Muscular Dystrophy Association

Fighting Forward - Community Service Chair

Atlanta Food Bank

Books for Africa



678-281-4148



jamiladyer97@gmail.com



Atlanta, GA



www.jamiladyer.com