

Center for Academic Career and Experiential Advising (The Ameri

# EMILIA MERCADO

## CONTACT

## PROFILE

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Marketing Strategist | Brand Identity | Digital Marketing | Content Creation

EMILIA MERCADO

### EXPERIENCE

**EMILIA MERCADO** | Marketing Strategist | 2020 - Present

- Developed and executed marketing strategies for various clients, resulting in a 25% increase in brand awareness.
- Managed social media campaigns, increasing engagement by 30%.
- Collaborated with creative teams to design and launch new product lines.

### EDUCATION

**UNIVERSITY OF TEXAS AT AUSTIN** | Bachelor of Science in Marketing | 2015 - 2019

- Graduated with Honors.
- Member of the Marketing Society.

### SKILLS

- Microsoft Office Suite
- Adobe Creative Cloud
- SEO/SEM
- Content Management Systems
- Project Management

### MARKETING CENTER

- Brand Identity
- Digital Marketing
- Content Creation
- Social Media
- Analytics

### LANGUAGES


- English (Native)
- Spanish (Fluent)
- French (Intermediate)

### PROFESSIONAL CERTIFICATIONS

- Marketing Analytics (Google)
- Project Management (PMP)

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- Start by building a master list in a simple Microsoft Word document. Write down all the relevant information to add to your resume - your contact details, your current and past academic, professional and volunteer experience, and your skills and certificates. p