

SYDNEY MCFADDEN

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Marketing Coordinator | Marketing Specialist | Campaign Manager

Experienced Marketing Specialist with a background in the marketing and advertising industry, offering five years of expertise. Proven track record in addressing marketing challenges through strategic strategy, ensuring seamless alignment with company objectives for impactful execution. Adept at maximizing brand exposure, and generating leads through collaborative cross-functional efforts.

PROFESSIONAL EXPERIENCE

Marketing Coordinator

Brizo Construction | Houston, TX

June 2023 - Present

- Ensured efficient allocation of resources and implemented cost-effective marketing initiatives.
- Managed the company's event and trade show presence, coordinating logistics, booth design, and promotional materials to maximize brand exposure and lead generation.
- Developed presentations, proposals, and brochures to enhance the effectiveness of the company brand.
- Managed and increased engagement by 3.86k% on LinkedIn, Twitter, and Instagram through graphics, photography, and blogs.
- Increased website traffic by 20% using Google Analytics to measure key metrics and optimizing website content.
- Coordinated marketing activities cross-functionally, ensuring cohesive efforts.

Brand Campaign Specialist

Foundant Technologies | Remote

August 2021 - June 2023

- Developed and executed a strategy to grow the digital community across social media channels, resulting in a 60% increase in followers and a 30% boost in engagement.
- Optimized review sites and paid advertising campaigns to align with business needs, leading to an 18% spike in leads.
- Managed all activities in the marketing automation platform (Marketo) and CRM (SFDC) to set up, deploy, and analyze campaign activities, resulting in an 8% increase in sales for the company.
- Implemented campaign performance reporting, including lead volume and conversion rates by channel, to assess and optimize performance for brand uniformity.
- Collaborated with sales and marketing teams to create and execute a multi-channel advertising campaign, generating over 100 qualified leads.

Junior Marketing Coordinator
Regional Medical Group | Atlanta, GA

January 2019 - June 2021

- Spearheaded digital paid marketing campaigns on Facebook, LinkedIn, and Twitter with a monthly budget of \$5,000, resulting in a 30% increase in engagement and leads.
- Created engaging content for social media, email, and advertising campaigns, contributing to a 30% boost in engagement and lead generation.
- Successfully planned and executed networking events, trade shows, and charitable events within financial budgets and strict time constraints.
- Cultivated and maintained dashboards, reports, and metrics to monitor digital advertising performance. Utilized Google Analytics and social analytics to provide actionable insights, contributing to continuous optimization.

EDUCATION

Bachelors of Business Administration in Marketing | Georgia State University (2017 - 2020)

CERTIFICATIONS / PROFESSIONAL TRAINING

Google Analytics | Google (2021)
Google Ads Search | Google (2023)
Content Marketing | HubSpot (2023)
Digital Marketing | HubSpot (2023)

TECHNOLOGICAL SKILLS

Salesforce • Marketo • SEMrush • Canva

Google Analytics • Microsoft Suite • Adobe Suite • Squarespace

CORE COMPETENCIES

Proposal Management • Outbound and Inbound Marketing Expertise • Event Planning

Growth Strategy • Project Management • Collateral Conceptualization and Development