

## CONTACT

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Laura Adams

## KEY SKILLS

Marketing.

## LANGUAGES

الإنجليزية

# Laura Adams

Marketing Manager

New Orleans, USA

## SUMMARY

Dynamic Marketing Manager with over 8 years of experience leading cross-functional teams to develop and execute data-driven marketing strategies that increase brand awareness and drive customer engagement. Skilled in campaign management, digital marketing, and content strategy, with a proven track record of achieving KPIs and boosting ROI. Adept at leveraging insights from market research and analytics to create targeted initiatives that resonate with diverse audiences. Excellent communication and project management skills, with a passion for building brand loyalty and enhancing customer experience. Ready to bring creativity and analytical acumen to a growth-oriented team.

## EXPERIENCE

**Company Name :** Market solutions LTD

**Job Title :** Marketing Specialist

**Duration :** 01-MAR-2018 - Present

**Work Place :** Not Mentioned

### Job Description :

Developed and implemented targeted marketing campaigns across digital channels (social media, email, and PPC) that boosted engagement by 30% and increased lead generation. Conducted in-depth market research and competitor analysis to identify trends and optimize campaign strategies, resulting in a 20% increase in conversion rates. Created and managed content for websites, blogs, and social media platforms, ensuring alignment with brand voice and audience interests, leading to a 40% growth in social media followers. Analyzed campaign performance through KPIs and metrics, using insights to refine strategies and improve ROI by 25%. Collaborated with cross-functional teams, including sales, design, and product, to support the launch of new products and promotional initiatives. Assisted in developing and maintaining the marketing budget, ensuring cost-effective strategies without compromising quality or impact.

**Company Name :** LEILA RESTAURANT KSA

**Job Title :** BARISTA

**Duration :** 01-APR-2016 - 01-APR-2018

**Work Place :** Not Mentioned

### Job Description :

- Serve cappuccino, cafe latte American coffee, and Arabic coffee. - Prepare dessert. - Prepare fresh lemon for making lemonade juice. - Squeeze orange, apple and carrot. - Serve Watermelon juice, minted lemonade and frozen minted lemonade. - Serve drinks and nonalcoholic drinks, cocktails. - Prepare glasses at opening time. - Inventory of glasses every 15 days. - Inventory of foods and nonalcoholic drinks

every end of the month. - Make checklist at opening time - Make checklist at closing time - Deep cleaning at closing time.

**Company Name :** GEA FARM BANANA PLANTATION

**Job Title :** FIELD INSPECTOR

**Duration :** 01-AUG-2014 - 01-NOV-2015

**Work Place :** Not Mentioned

**Job Description :**

- Provide in-person visual inspection of all Banana Farm. - Do collateral inspection for all Banana planted were in good condition. - Secure all necessary care are implemented on each Banana Plant on the area of responsibility.

**Company Name :** ROTTO FRESH TRADERS INT. CORP

**Job Title :** FIELD INSPECTOR

**Duration :** 01-FEB-2007 - 01-JAN-2013

**Work Place :** Not Mentioned

**Job Description :**

- Provide in-person visual inspection of all Banana Farm. - Do collateral inspection for all Banana planted were in good condition. - Secure all necessary care are implemented on each Banana Plant on the area of responsibility.

## EDUCATION

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**School :** Legacy Collage of Compostela

**Degree :** Associate

**Location :** Tabuaeran, Kiribati

**Field of study :** 3D Printing

**Completion Year :** 2004

**School :** Mindtechs Institute of Technology, INC.

**Degree :** Associate

**Location :** Tabuaeran, Kiribati

**Field of study :** Academic Speech Therapy

**Completion Year :** 2001

**School :** Gabi National High School

**Degree :** Diploma

**Location :** Tabuaeran, Kiribati

**Field of study :** Academic Speech Therapy

**Completion Year :** 1989

**School :** New Alegria Elementary School

**Degree :** Diploma

**Location :** Tabuaeran, Kiribati

**Field of study :** Accompaniment

**Completion Year :** 1984

## PROJECTS

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**Project Title:** dr jb site

**Organization:** Dr Job FZ LLC

**Project URL:** [www.drjobs.ae](http://www.drjobs.ae)

**Duration:** 01-APR-2025 - 11-APR-2025

**Description:** I work as product manger to develop the site and add more future

## CERTIFICATIONS

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**Certificate Name:** computer

**Institute Name:** United Arab Emirates University

**Completion Location:** Abu Dhabi, UAE

**Year of Completion:** 2002

## COURSE WORK

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**Course Name:** computer engineer

**Institute Name:** Abu Dhabi University

**Completion Location:** Abu Dhabi, UAE

**Year of Completion:** 2005

**Skills Used:** Program Development