

# JOHN EVRARD-MARSH

## MARKETING COORDINATOR

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### ABOUT ME

Creative and results-driven Marketing Coordinator with experience in brand strategy, campaign development, content creation, and SEO. Skilled in building engaging digital content and improving brand visibility. Holds Google Digital Marketing Certification and SEMRush training. Adept at combining analytics and creativity to deliver measurable marketing results.

### AREA OF EXPERTISE

Brand Strategy & Identity	Campaign Development	Brand Asset Creation
Content Strategy	Media Management	On-Page SEO & Google Analytics

### PROFESSIONAL EXPERIENCE

<b>Assets Protection Manager, Target</b> <ul style="list-style-type: none"><li>Promoted within 16 months for outstanding performance.</li><li>Ranked in Top 10% of performers company-wide.</li><li>Led and coached a team to meet operational goals.</li><li>Implemented tracking systems to improve efficiency.</li></ul>	<b>Aug 2023 – Present</b>
<b>SEO Strategist &amp; Web Designer, LevylT Consulting</b> <ul style="list-style-type: none"><li>Increased client traffic by 35% via SEO best practices.</li><li>Built landing pages to improve user experience and conversions.</li><li>Reduced bounce rates by 15% through targeted campaigns.</li></ul>	<b>Aug 2024 – Jul 2025</b>
<b>Media Marketing Intern, DecimateGG</b> <ul style="list-style-type: none"><li>Boosted social media engagement by 30% through content strategies.</li><li>Pitched content ideas and collaborated on campaigns.</li></ul>	<b>Dec 2023 – Jun 2024</b>
<b>Freelance Graphic Designer</b> <ul style="list-style-type: none"><li>Created brand identities and marketing materials for artists and organizations.</li><li>Designed logos, social media content, and promotional graphics.</li></ul>	<b>Feb 2020 – Jun 2022</b>

### EDUCATION

<b>Master In Marketing</b> Southern New Hampshire University — Remote	<b>In Progress</b>
<b>Bachelor of Arts</b> University at Albany — Albany, NY	<b>Jan 2021 – May 2023</b>
<b>Associate of Arts</b> Suffolk County Community College — Selden, NY	<b>Aug 2018 – Dec 2020</b>

### CERTIFICATES & ETC

- Google Digital Marketing Certification
- SEMRush Bootcamps — SEO & Marketing Strategy
- Webmaster of Sigma Beta Rho Albany (May 2021 - May 2023)