

AVEN NALLEY

Marketing Coordinator

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(858) 317-1089

North Las Vegas, NV



PROFILE

Dynamic marketing coordinator with 8 years of experience, adept at strategic planning and execution. Proven track record in driving campaigns and optimizing brand visibility. Skilled in cross-functional collaboration and data-driven decision-making to elevate market presence.

LINKS

[linkedin.com/in/avennalley](https://www.linkedin.com/in/avennalley)

SKILLS

SEO Strategy

CRM Systems

Data Analytics

Content Planning

Brand Management

Market Research

Campaign Optimization

Social Media Insights

Lead Generation

LANGUAGES

English

Indonesian

HOBBIES

Photography

Cooking

EMPLOYMENT HISTORY

Marketing Specialist at Google, NV

Apr 2025 - Present

- Spearheaded a cross-functional team to revamp the Google Ads interface, resulting in a 23% increase in user engagement within six months.
- Led the development of an innovative marketing campaign that boosted product awareness by 37% across key demographics, driving significant traffic to Google Cloud services.
- Directed strategic partnerships with top-tier tech firms, enhancing collaborative initiatives that contributed to a 19% rise in quarterly revenue.
- Orchestrated data-driven market research efforts which informed executive decision-making and optimized advertising spend efficiency by 15%.

Marketing Assistant at Amazon, NV

Oct 2021 - Mar 2025

- Spearheaded a cross-functional team to launch a digital marketing campaign that increased customer engagement by 27% over six months.
- Analyzed consumer data trends, leading to the implementation of targeted advertising strategies that boosted sales by \$1.2 million annually.
- Developed and managed a content calendar for social media platforms, resulting in a 35% rise in follower growth and improved brand visibility.
- Collaborated with product management to refine promotional messaging, driving a 15% increase in conversion rates during peak shopping seasons.
- Orchestrated weekly strategy meetings, enhancing communication across departments and streamlining project timelines by 20%.

Marketing Intern at Procter & Gamble, NV

Sep 2017 - Sep 2021

- Developed and executed a targeted social media campaign that increased brand engagement by 27% over three months.
- Collaborated with cross-functional teams to streamline product launch processes, reducing time-to-market by 15%.
- Analyzed consumer data trends, providing insights that informed strategic marketing decisions and boosted quarterly sales by \$450,000.
- Led a team of five interns in organizing a regional promotional event that attracted over 2,500 attendees and generated \$120,000 in revenue.
- Spearheaded the redesign of digital marketing materials, enhancing user experience and improving click-through rates by 34%.