

Mariam
Ezinga
Marketing Manager

Profile

Employment History

Education

Links

Skills

Details

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(228) 428-0710
Durham, NC

Dynamic Marketing Manager with 2 years of experience in driving brand growth and engagement. Skilled in digital campaigns, market analysis, and strategic planning. Proven ability to enhance brand visibility and foster customer loyalty through innovative marketing solutions.

Marketing Coordinator at Google, NC

May 2025 - Present

- Developed and executed digital marketing campaigns resulting in a 30% increase in user engagement over six months.
- Collaborated with cross-functional teams to launch a new product feature, driving a 20% boost in adoption rates within the first quarter.
- Analyzed market trends and consumer data to refine targeted advertising strategies, achieving a 15% reduction in customer acquisition costs.
- Orchestrated social media initiatives that expanded brand reach by 50%, elevating Google’s online presence across multiple platforms.

Marketing Assistant at Procter & Gamble, NC

Apr 2023 - Apr 2025

- Developed and executed social media campaigns that increased brand engagement by 30% over six months.
- Coordinated cross-functional teams to streamline product launch processes, reducing time-to-market by 15%.
- Analyzed consumer data to identify trends, contributing to a 20% improvement in targeted marketing strategies.
- Assisted in the creation of promotional materials, enhancing sales team efficiency and boosting quarterly sales by \$500K.

Master of Business Administration in Marketing at Duke University, NC

Dec 2018 - May 2023

Relevant Coursework: Consumer Behavior, Marketing Strategy, Digital Marketing, Brand Management, Market Research, Pricing Strategies, and Integrated Marketing Communications.

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