

Lawanna Bullock

Digital Marketing
Consultant

CONTACT

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United States, East Chain, MN

EDUCATION

Certificate in Digital Marketing

University of Minnesota, Graduated:
May 2025

- Courses included: SEO, SEM, Content Marketing, Google Analytics, Social Media Strategies

Bachelor of Arts in Business Administration

Minnesota State University,
Graduated: May 2015

Certifications

- **Google Analytics Certified** – Completed: March 2023
- **HubSpot Content Marketing Certification** – Completed: January 2023
- **Facebook Blueprint Certification** – Completed: February 2023

LANGUAGES

- Fluent in Spanish

PROFESSIONAL SUMMARY

Highly motivated and results-driven professional with experience in customer service and team management. Recently transitioning to the field of digital marketing, bringing with me a strong foundation in problem-solving, leadership, and client relationship management.

SKILLS

Digital Marketing: SEO, SEM, Google Analytics ★★★★★

Customer Service: Conflict Resolution, Client Relations ★★★★★

Project Management ★★★★★

Microsoft Office Suite (Word, Excel, PowerPoint)- , Social Media Advertising (Facebook Ads, Instagram Ads) ★★★★★

Leadership, Adaptability, Problem-Solving ★★★★★

EXPERIENCE

Customer Service Manager 2018 - 2025

Target Corporation, Minneapolis, MN

- Supervised a team of 20 customer service representatives.
- Collaborated with marketing and product teams to provide customer insights.
- Led a project that improved customer retention by 18% by enhancing post-purchase customer engagement via email campaigns.
- Developed and delivered training programs that resulted in a 25% increase in employee productivity.

Sales Supervisor 2015 - 2017

Macy's, Minneapolis, MN

- Managed a team of 12 sales associates and supervised daily store operations, consistently meeting sales targets.
- Implemented a customer feedback program that led to a 30% improvement in customer satisfaction.
- Trained new employees, fostering a positive and productive work environment.