



Latese Covington

Marketing Manager

A result-driven Marketing Manager with exceptional skills in creating marketing plans, launching products, promoting them, and overseeing their development. Excellent knowledge of SE content creation, social media audience engagement, and brand management. Passionate about understanding customer's needs and developing campaigns that increase brand awareness and drive sales growth.

EXPERIENCE

Marketing Manager

Regal Soul Media | 2021 - present

- Managed social media accounts and contributed to content creation and scheduling
- Conducted market research and analysis to understand and communicate the value propositions of services offered

Product Marketing Manager

White Rabbit Delights | 2020-2022

- Oversaw the creation of marketing materials, including brochures, emails, and social media content
- Conducted market research to identify target audiences and optimize marketing efforts

SKILLS

Social media marketing



ROI Calculations



Product development lifecycle



Marketing strategy



Product promotion



Go-to-Market Plans



Value Propositions



EDUCATION

Western Governors University | 2024

4001 S 700 E #300, Millcreek, UT 84107

MBA: Marketing Management

CONTACT

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