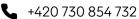
# LEAH HINDMAN

Free access to the U.S. & EU labor markets



**in** Leah Hindman

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Prague, CZ



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### **ABOUT ME**

As a dedicated marketing professional, I bring to the table a genuine passion for creative problem-solving and a relentless commitment to achieving results. My approach to marketing is not just about skills and techniques, but about understanding the core values of a business and its customers. I thrive on collaboration and believe in the power of effective teamwork to drive innovation.

#### **Core Skills**

- · Expertise in email marketing, including email design, segmentation, and the development of nurture campaigns
- Supporting the execution and delivery of emails in marketing automation platforms like Eloqua and Pardot
- Organizing and overseeing email marketing projects from concept to completion
- Conducting A/B tests to improve click-through rates and conversion rates

### **EXPERIENCE**

## Siemens Digital Industries

Email Marketing Specialist | April 2023 - Present

- Continuously expanding our email marketing strategy for new customer acquisition and customer retention
- Implementing automated and triggered email campaigns
- Tracking KPIs and success metrics to measure the impact of new initiatives
- Developing segmentation and communication strategies for individual customer targeting

### Kline CZ, s.r.o.

Marketing Executive | June 2022 - April 2023

- Successful track record in driving brand performance and lead generation through e-mail marketing initiatives
- Developed targeted email marketing strategies across various industries including energy, consumer, chemicals, and agrochemicals

Marketing Coordinator | June 2020 - June 2022

• Built email marketing campaigns, created and updated marketing materials, published content via Wordpress, and helped promote the business on LinkedIn

### **CERTIFICATES**

**Attract and Engage Customers with Digital Marketing** 

Google Career Certificates Issued August 2023

Foundations of **Digital Marketing** and E-commerce

Google Career Certificates Issued July 2023

**Introduction** to Digital **Transformation** 

Siemens Digital Industries Issued June 2023

### **EDUCATION**

**Bachelor of International Business** 

Prague University of Economics and Business June 2020

U.S. High School **Diploma** 

Benjamin Franklin High School New Orleans, LA, USA May 2017

**HOBBIES** Reading Cooking **Traveling** Blogging Learning how to invest