

 (716) 499-4175

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 Tampa, fl

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PROFICIENCIES

E-Commerce Platforms

- Shopify (Plus)
- Rebuy
- Loox + Trustpilot
- FourSixty
- TripleWhale

Marketing Tools

- Google Analytics
- Klaviyo
- Mailchimp
- Attentive
- Later
- Photoshop + Full Adobe Suite
- FinalCut Pro
- Later
- Canva

CRM & Operations

- Quickbooks
- Salesforce
- PirateShip
- Loop Returns
- Zoho CRM

Office Tools

- Microsoft Suite
- GSuite
- Dropbox
- OneDrive

MIKINNA MARTIN

OVERVIEW

Dynamic DTC e-commerce and marketing expert with a proven track record in growing and refining brand identity, maximizing revenue, and optimizing tech stacks. Experienced in B2B software sales, with strong leadership skills and a strategic mindset. Adept at developing and executing multi-channel marketing plans, analyzing data to optimize performance, and driving brand awareness. Expertise in managing C-level relationships and leading teams to achieve significant business growth.

WORK EXPERIENCE

Thorum | Tampa, FL

February 2021 – Present

Marketing Director

- **Growth Leadership:** Increased company revenue by over 30% in the first year, driving annual revenue to over \$8M. Successfully led the team to achieve Inc. 5000 inclusion for two consecutive years.
- **Brand Development:** Refined brand identity and voice, creating compelling brand assets and executing graphic design projects. Developed and launched new major revenue streams, enhancing the tech stack for streamlined operations.
- **Marketing Strategy:** Spearheaded PR, affiliate, and influencer campaigns that significantly boosted brand visibility. Directed email and SMS marketing programs, generating over \$1M in revenue within the first year.
- **Digital Marketing:** Managed all paid advertising and organic social media efforts across multiple channels, doubling engagement rates. Curated and wrote SEO-optimized content, driving increased traffic and conversion.

Afloral | Remote

October 2020 – February 2023

Social Media & Content Director

- **Social Media Growth:** Grew Afloral's social media presence, building and managing successful affiliate and influencer programs that expanded reach and engagement.
- **Content Management:** Managed all incoming and outgoing content for social channels, curating organic social media design and copy that resonated with the audience.
- **Partnership Development:** Led community outreach initiatives, securing collaborations and partnerships that elevated brand recognition. Reported directly to COO and ownership.

EDUCATION

The University of Tampa | Tampa, FL

Bachelor of Arts in Liberal Studies

Focus: Marketing | Graduated 2016

Jamestown Community College

Associate of Arts in Psychology

Graduated 2012

Shattuck St. Mary's Preparatory

School | Faribault, MN

Graduated 2009

LANGUAGE

English

LocalEdge (Hearst Media) | Buffalo, NYS

Account Executive & Marketing Specialist

September 2017 - October 2020

- **B2B Sales Expertise:** Excelled in B2B software sales, managing a diverse client portfolio and delivering customized marketing solutions.
- **Customer Engagement:** Developed and executed cold calling campaigns, securing new business opportunities and expanding the client base.

Trilogy Education

April 2017 - October 2018

Social Media Manager & Content Specialist

- **Content Creation:** Managed social media posting, community engagement, and SEO blog content, driving traffic and enhancing online presence.

SurgeCurve | Tampa, FL

August 2016 - December 2016

Marketing Intern

- **Content Creation:** Managed social media posting, community engagement, and SEO blog content, driving traffic and enhancing online presence.

Starbucks Coffee Co.

Shift Supervisor & Certified Barista Trainer

September 2009 - September 2017 & 2019-2020

- **Leadership & Training:** Supervised shifts, trained new baristas, and ensured high standards of customer service. Played a key role in maintaining smooth operations and meeting sales targets.