

Marcus McDowell

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Skills

Software

Figma, Adobe Creative Suite, Google Ads, Google Analytics, Facebook Ads, Salesforce, Sprout Social, iWork, Microsoft Office Suite, Google Suite

Other

SEO, Photography, Videography, Technical Writing, Marketing Ad copy, Project Management

Certifications

Meta Blueprint Digital Marketing Associate

Mailchimp Foundations & Email Marketing

Google Ads Video & Ads Apps

Leadership

One Young World

L'Oréal Awardee 2023 - Global summit for young leaders held in Belfast, representing ESSEC DEI Think Tank

OneUnited Bank

Pitched and captained organization's first inclusion campaign. Led DEI efforts.

University of Cincinnati

Catalyzed curriculum reform, consulted university leadership on re-design

Assets

Proven Innovator

Continuously finding ways to improve and problem solve while meeting standards of excellence.

Effective Verbal and Written Communicator

Excels at communicating ideas, relaying information, and persuasively informing.

Passionately Engaged

Energetic and determined disposition towards impact creation.

Social Networks

in @marcusxmcowell/

Work experience

Marketing Consultant and Co-organizer

Since October 2022 [BlackInTech Berlin](#) Berlin, Germany

- Organically built BITB WhatsApp community of **150+ technology professionals** in Berlin.
- Coordinated event planning with partner organizations such as Google, ColorInTech, Women In Tech, and Unicorns In Tech, **increasing attendance by 50%**.
- Managed community communications, strategically advised founders, built corporate partner pitches, and catalyzed talent profile projects.
- Executed email marketing campaigns, graphic design, CMS management, campaign performance analysis, event planning, and research.

Marketing and Communications Manager

From September 2022 to February 2023 [Deutsche Telekom - hubraum Tech Incubator](#) Berlin, Germany

- Co-managed social media, blog content creation, and cross-communication for **25 startups** in our incubation programs and investees.
- Optimized workflow procedures, standardized communication, and reinforced project management expectations across an 8 person team leading to **increased productivity**.
- Strategized and executed email marketing campaigns, advised on website re-design, optimized website SEO, designed marketing collateral, and conducted startup solution testing.
- Drove brand storytelling and improved technical copywriting, leading to **increased stakeholder engagement**.
- Streamlined and innovated routine performance reporting to **improve leadership's strategic decision making**.

Accomplishments:

- Key team member charged with communicating and overseeing large-scale company events (10th anniversary, Metaverse and XR Day) celebrated by leadership and Deutsche Telekom stakeholders.

DEI Marketing Consultant

From January 2022 to July 2022 [L'Oréal](#) Paris, France

Delivered comprehensive Diversity, Equity and Inclusion implementation strategy to L'Oréal global executive team for client brand, YSL Beauty.

- Conducted research, analyzed 1,750 data points, and derived quantitative and qualitative insights on representation sentiment.
- Project lead** - drove influencer strategy, research, marketing, project management, product design, UX/UI, data analysis, and executed consulting pitch.

Accomplishments:

- Built a winning beauty tech prototype to demonstrate our digital and data-informed solution.

Marketing Manager

From January 2020 to August 2021 [OneUnited Bank](#) Miami, United States

Oversaw a team of 8 on project, community, and social media management.

- Led evergreen content creation, social monitoring, customer lifecycle with Salesforce CRM, influencer strategy, blog strategy, reporting/analytics, and social media management.
- Developed concurrent campaigns while directing the brand's voice and visual standards (**420K total followers**), leading to **50% increase in audience engagement**.

Accomplishments:

- Team member in 2020 Q1 campaign generating viral content, **increasing 10 fold account openings, 6 fold call center volume, and major publication coverage** domestically and internationally. **Account growth by 70,000+, 2x customer basis in 6 months.**
- Built financial literacy campaign recruiting **Harvard, Yale, MIT, and Howard** student body presidents at Ivy League universities as brand ambassadors.

**Additional work experience available upon request*

Education

Masters in Marketing Management and Digital

From September 2021 to December 2022 [ESSEC Business School](#) Singapore

- Career Service Ambassador / Leadership and Diversity Chair Member (Lead)
- Won L'Oréal and Carrie K. consulting challenges (Runner up for Tiffany & Co.)

Interdisciplinary Studies

From August 2015 to August 2019 [University of Cincinnati](#) USA

- Schwarzman Scholar Finalist / Darwin T. Turner Scholar / Freeman Asia Scholar