

# MARKETING COORDINATOR

123 Your Address  
City, State, Zip Code  
(xxx)-xxx-xxxx  
youremail@gmail.com

*Marketing Coordinator with 4+ years of marketing experience with a track record of executing successful digital, social media, and traditional marketing campaigns. Offering expertise in direct mail, event coordination, execution of customer marketing programs, channel marketing, online and digital advertising, email marketing, public relations, and social.*

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## PROFESSIONAL EXPERIENCE

### **CROSSROADS GROUP, Richfield, OH**

Marketing Coordinator, September 2019–Present

- Developed and executed an email marketing campaign for a private vacation rental to promote brand awareness, boosting sales by 60% and clientele base by 15%
- Transitioned the mail-order model from business-to-consumer to business-to-business, earning lucrative contracts that totaled \$15M in the first year
- Evaluated 3 years of sales data to develop a targeted delivery area for both traditional and digital media campaigns, growing sales by 35% from the previous year
- Communicate business results with senior management, and support marketing manager with suggestions to improve multiple websites managed by the business

### **WARD HILL MARKETING, Lowell, MA**

Marketing Intern, July 2017–September 2019

- Helped implement interactive marketing and creative strategies for both traditional and digital campaigns by working with my manager and agencies
- Contributed social content three times per week, helping grow one client's social media presence by 40% and organic traffic by 160% over a six-month period
- Drove overall sales for 2 private vacation rentals which include running daily reports to analyze business trends and contacting 100+ potential clients daily via email and phone
- Organized a wide range of events such as grand openings, logistics, decoration and menu development for 3 venues while corresponding to 15+ daily email inquiries

## EDUCATION

### **THE UNIVERSITY OF ALABAMA, Tuscaloosa, AL**

*Bachelor of Science in Marketing and Advertising, June 2019*

- Honors: *cum laude* (GPA: 3.8/4.0)

## ADDITIONAL SKILLS

- Expert in Microsoft Office (Word, Excel, PowerPoint), Outlook, Adobe Photoshop and InDesign
- Marketo, HubSpot, LocalVox, MailChimp, and Ahrefs
- Bilingual, fluent in Spanish and English