



# ALEX BROWN

Email Marketing Coordinator

Austin, TX | (555) 123-4567 | email@example.com | LinkedIn | Portfolio

## PROFILE

Email marketing coordinator with three years of experience designing segmented campaigns that increase open rates and drive conversions. Skilled in automation, analytics, and lifecycle marketing. Demonstrated success in boosting email performance through strategic testing and content optimization.

## KEY SKILLS

- A/B testing
- Campaign segmentation
- Click-through rate optimization
- Customer retention strategy
- Email automation workflows
- HubSpot
- Lifecycle marketing
- Mailchimp

## PROFESSIONAL EXPERIENCE

### Email Marketing Coordinator

Revity Media Group | August 2021 - Present

- Created segmented campaigns in HubSpot and Mailchimp, raising average open rate from 18% to 32% over six months
- Wrote and tested personalized content across the customer lifecycle, improving click-through rates by 40% quarter-over-quarter
- Built automated workflows for onboarding and re-engagement, cutting customer churn by 20% within one year

### Marketing Assistant

Midtown Brands | June 2020 - July 2021

- Managed monthly content calendar and collaborated with designers to ensure email branding consistency
- Analyzed A/B test performance and presented recommendations that increased CTA engagement by 15%
- Maintained 25,000-subscriber email list, ensuring deliverability and engagement through regular list updates

## EDUCATION

### Bachelor of Arts in Communications

University of Texas at Austin, Austin, TX | May 2020

## CERTIFICATIONS

- HubSpot Email Marketing Certification, HubSpot, February 2024
- Google Analytics Certification, Google, March 2024