



# Jamie Wilson

## Sales and Marketing Coordinator

Sales and marketing coordinator with six years of experience bridging the gap between marketing strategy and sales execution. Skilled in CRM management, reporting, and lead generation campaigns. Known for boosting marketing-qualified leads and streamlining cross-departmental collaboration to support revenue growth.

### CONTACT



(555) 456-8901



email@example.com



LinkedIn | Portfolio



Atlanta, GA

### KEY SKILLS

- CRM management
- Cross-functional collaboration
- Demand generation
- Email marketing
- HubSpot
- Lead tracking
- Salesforce
- Sales enablement

### EDUCATION

Bachelor of Business Administration in Marketing  
Georgia State University, Atlanta, GA  
May 2017

### PROFESSIONAL EXPERIENCE

- **Sales and Marketing Coordinator, Brightleaf Software**  
February 2021 – Present
  - Partnered with sales leadership to launch lead nurturing workflows, improving qualified lead conversion rates by 38% over two years
  - Developed campaign performance dashboards in Salesforce and HubSpot, enabling real-time tracking and a 22% improvement in follow-up times
  - Organized monthly email campaigns aligned with sales objectives, contributing to a 17% increase in pipeline value
- **Marketing Specialist, LumaTech Solutions**  
July 2017 – January 2021
  - Executed multi-channel marketing campaigns including email, webinars, and LinkedIn promotions to drive B2B lead engagement
  - Coordinated new product launches, creating marketing collateral and aligning messaging across product, sales, and customer success teams
  - Managed CRM hygiene and segmentation efforts, resulting in a 25% increase in list targeting accuracy and improved deliverability

### CERTIFICATIONS

- Salesforce Administrator Certification, Salesforce, April 2023