

MARGARET MARTIN

Marketing Assistant

Raleigh, NC 12345 | (919) 555-0182 | priya.ramaswamy@example.com



PROFILE

Marketing Assistant with three years supporting B2B SaaS and consumer brands across email, social, and event channels. Comfortable owning campaign calendars, drafting copy, and pulling weekly performance reports in HubSpot and GA4. Known on small teams for catching small errors before they hit the inbox.

KEY SKILLS

- HubSpot Marketing Hub
- Google Analytics 4
- Mailchimp / Constant Contact
- Sprout Social, Later
- Canva, Figma (basic)
- Asana, Notion
- Copywriting and proofreading
- UTM tagging and campaign QA
- Event coordination
- Excel (pivot tables, VLOOKUP)

PROFESSIONAL EXPERIENCE

Marketing Assistant

Fernhill Software, Raleigh, NC | 2022 - Present

- Coordinate the weekly email program across two product lines, pushing average open rate from 18% to 27.4% over four quarters by tightening subject lines and segmenting by lifecycle stage.
- Build and QA landing pages in HubSpot for paid social and webinar campaigns; flagged a broken UTM template that would have misattributed roughly a month of demo requests.
- Draft social copy for LinkedIn and X, schedule through Sprout, and pull engagement reports the morning of the weekly stand-up.
- Own the swag and event-collateral budget for three regional user meetups, keeping spend under the \$14,200 quarterly cap.
- Train two interns each summer on the brand voice doc and the asset-review workflow in Asana.

Marketing Coordinator (Contract)

Bloomwell Pediatrics, Raleigh, NC | 2021 - 2022

- Supported the launch of a four-clinic referral campaign, writing intake-form copy and coordinating print drops to about 60 partner practices.
- Migrated the patient newsletter from Mailchimp to Constant Contact without losing subscribers; first send after migration hit a 41% open rate.
- Managed the Google Business Profile for each clinic, responding to roughly 25 reviews per month within 48 hours.
- Built a shared content calendar in Notion that the front-desk leads could update without IT help.

EDUCATION

B.A. Communications, North Carolina State University, 2021

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HubSpot Inbound Marketing Certification, 2023

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