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CONTACT INFORMATION

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 Salt Lake City, UT 12345

EDUCATION

- B.A., Marketing & Spanish, Gonzaga University, 2017
- Pragmatic Institute, Foundations Certification, 2023

KEY SKILLS

- Marketo
- Salesforce
- Looker
- GA4
- LinkedIn Campaign Manager
- Google Ads
- Webinar production (ON24, Zoom Webinars)
- Airtable
- Asana & Smartsheet
- Budget tracking & reconciliation
- Agency management
- Mentoring & training
- Bilingual: English & Spanish

George Torres

Marketing Coordinator

ABOUT ME

Senior Marketing Coordinator with seven years across SaaS, retail, and professional services. Run integrated campaigns end to end: brief, build, launch, report. Comfortable managing agencies, mentoring junior coordinators, and presenting results to a VP-level audience.

PROFESSIONAL EXPERIENCE

Senior Marketing Coordinator | Wasatch Cloud Analytics, Salt Lake City, UT
2022 – Present

- Lead campaign operations for four product lines, coordinating between demand gen, product marketing, and a three-person agency team.
- Own a \$412K annual programs budget covering paid search, webinars, and field events; reconcile spend monthly with finance.
- Rebuilt the webinar program from a 9% to 23% MQL-to-SQL conversion by tightening audience targeting and follow-up email cadence.
- Mentor two coordinators and one contractor; wrote the team's first campaign brief template, now used across all of marketing.
- Run weekly performance reviews in Looker and present a monthly summary to the VP of Marketing and the RevOps lead.

Marketing Coordinator | Cedarline Home Goods, Boise, ID
2020 – 2022

- Coordinated seasonal product launches across email, organic social, and 38 retail partner microsites.
- Built the company's first influencer program, signing 24 creators and tracking attributed sales in a custom Airtable dashboard.
- Managed a quarterly catalog mailing of 91,000 pieces, partnering with the print vendor and direct-mail house on list hygiene.
- Trained three store managers on a new social-asset request form, cutting last-minute design requests by roughly a third.

Marketing Coordinator | Halverson & Reed CPAs, Spokane, WA
2018 – 2020

- Maintained editorial calendar across firm blog, LinkedIn, and a monthly tax newsletter sent to 7,800 clients.
- Coordinated three CPE seminars per year, handling speaker contracts, venue logistics, and CE-credit reporting.
- Refreshed eight industry-vertical landing pages with the firm's web developer, lifting form-fill volume from the partner directory.
- Built a referral-tracking spreadsheet that helped partners credit the right marketing source at the annual review.

Marketing Assistant | Halverson & Reed CPAs, Spokane, WA
2017 – 2018

- Supported senior coordinator on event planning, email production, and sponsor outreach.
- Wrote bios and headshot briefs for 42 partners and senior managers during a website rebuild.

- Tracked sponsorship deliverables in Smartsheet across 11 community organizations the firm supported.