

JA

Jason Adams

Marketing Coordinator

Marketing Coordinator with four years supporting B2B and consumer brands across email, social, and event channels. Comfortable owning calendars, briefing creative teams, and pulling weekly performance reports in HubSpot and GA4. Known on small teams as the person who keeps launches on schedule and asks the budget question early.

PROFESSIONAL EXPERIENCE

Marketing Coordinator I 2022 - Present
Northpine Outdoor Co., Raleigh, NC

- Coordinate a 14-touch email program across 62,000 subscribers, lifting average open rate from 19% to 27% over six quarters.
- Run weekly editorial meetings with copy, design, and the e-commerce lead; keep a shared Asana board so launches rarely slip past Friday cutoff.
- Manage \$186K annual paid social budget across Meta and Pinterest, partnering with the agency on creative refreshes every three weeks.
- Write QA checklists for landing pages and post-launch reports; caught a broken UTM that was misattributing 8% of new-customer revenue.
- Onboard new vendors, including a freelance photographer pool that cut campaign turnaround from 18 days to 11.

Marketing Assistant I 2020 - 2022
Tidewater Credit Union, Norfolk, VA

- Supported branch-level promotions across 22 locations, building monthly toolkits with print collateral, social copy, and lobby signage.
- Maintained editorial calendar in Trello and drafted ~140 social posts per quarter, working from a small library of approved images.
- Helped plan two annual member events, handling RSVPs, name badges, and vendor contracts for groups of 300-400.
- Pulled monthly campaign reports in HubSpot and flagged the email drip that drove the most checking-account openings.

CONTACT INFORMATION

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EDUCATION

- B.A., Communications, Marketing Concentration, University of North Carolina at Greensboro, 2020
- HubSpot Inbound Marketing Certification, 2022

KEY SKILLS

- HubSpot (Marketing Hub, CRM)
- GA4
- Meta Ads Manager
- Asana
- Mailchimp
- Canva
- Figma (basic)
- Editorial calendar management
- Event coordination
- Copyediting
- UTM tagging
- Vendor management