

Jessica Taylor

Marketing Assistant

Senior Marketing Assistant with eight years across financial services, ecommerce, and nonprofit. Run multi-channel campaign calendars, manage external freelancers, and act as the day-to-day owner of HubSpot and Marketo instances. Frequently the person VPs hand a half-formed idea to and ask for a campaign brief by Friday.

CONTACT INFORMATION



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Minneapolis, MN 12345

EDUCATION

B.A. Strategic Communication,
University of Minnesota Duluth,
2016

HubSpot Marketing Software
Certification, 2022

Marketo Certified Associate, 2023

KEY SKILLS

- HubSpot Marketing Hub (admin)
- Marketo Engage
- Klaviyo, Mailchimp
- Google Analytics 4, Looker Studio
- Airtable, Asana, Monday
- Vendor and freelancer management
- Budget tracking up to \$9.6M
- Campaign briefing and creative review
- Direct mail coordination
- Coaching junior marketers

PROFESSIONAL EXPERIENCE

SENIOR MARKETING ASSISTANT | NORTHWIND CREDIT UNION, MINNEAPOLIS, MN 2021 – PRESENT

- Own the editorial calendar across email, blog, and paid social for a \$9.6M marketing budget, coordinating four product managers and two outside agencies.
- Rebuilt the member onboarding email series in HubSpot, lifting 30-day product-cross-sell from 6.2% to 11% within two quarters.
- Manage vendor relationships with the design agency, video producer, and direct-mail house, including invoicing and quarterly reviews.
- Run the weekly campaign performance review for the marketing director, summarizing GA4 and HubSpot data in a one-page brief.
- Coached two junior coordinators through their first independent campaign launches.

MARKETING ASSISTANT | LAKESHORE PET SUPPLY, ST. PAUL, MN 2018 – 2021

- Supported a four-person team running email, paid social, and retail-partner co-op marketing for a regional pet brand.
- Built and tested 30 to 40 Klaviyo flows and campaigns each quarter; the abandoned-cart rebuild added about \$182,000 in attributed revenue in year one.
- Coordinated influencer gifting with roughly 75 micro-creators per year, tracking shipment, posting, and content rights in Airtable.
- Managed the photo-shoot calendar with two outside photographers, including model releases and product pulls.
- Wrote the weekly all-hands marketing recap that became the template the team still uses.

MARKETING COORDINATOR | TWIN RIVERS LAND TRUST, DULUTH, MN 2017 – 2018

- Coordinated the annual giving campaign across email, direct mail, and two donor events, supporting a \$1.4M revenue goal.
- Managed the WordPress site and grew the monthly e-newsletter list from about 4,100 to 7,300 subscribers.
- Wrote grant-report communications copy for three foundation funders.
- Ran social channels and trained two seasonal volunteers on the brand guide.

MARKETING INTERN | BOUNDARY WATERS OUTFITTERS, ELY, MN
2016 – 2017

- Wrote product descriptions for roughly 120 SKUs on the new Shopify store.
- Helped staff three regional outdoor expos.
- Built the first version of the trip-planning email series, still in rotation when I left.