

EC

# Emily Clark

## Marketing Intern

Marketing coordinator with two years of campaign and content support experience across B2B SaaS and consumer goods. Comfortable running email sends in HubSpot, drafting social copy, and pulling weekly reporting for account leads. Currently finishing a B.S. in Marketing while working part time.



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## KEY SKILLS

- Email marketing (Klaviyo, HubSpot, Mailchimp)
- Social media scheduling (Sprout Social, Later)
- Copywriting for landing pages and ads
- Google Analytics 4, Looker Studio
- Canva, basic Figma
- Airtable, Asana
- Excel (pivot tables, VLOOKUP)
- Meta Ads Manager (basics)

## PROFESSIONAL EXPERIENCE

### MARKETING COORDINATOR | LAKEBEND OUTFITTERS, MINNEAPOLIS, MN AUG 2023 – PRESENT

- Own the weekly promotional email calendar in Klaviyo, sending to a list of about 84,000 subscribers and coordinating creative reviews with the design team.
- Draft product launch copy for landing pages, social posts, and paid ads; four launches shipped in 2024 without missed dates.
- Pull campaign performance into a Looker Studio dashboard the director uses for the Monday marketing sync.
- Coordinate two influencer seedings per quarter, including outreach, shipping briefs, and tracking posted content in a shared Airtable base.

### MARKETING INTERN | NORTHSTAR CREDIT UNION, ST. PAUL, MN MAY 2022 – AUG 2023

- Supported a member acquisition campaign that added roughly 1,200 new checking accounts across the summer promo window.
- Wrote and scheduled 3-4 organic social posts per week across Instagram and LinkedIn using Sprout Social.
- Cleaned the branch event contact list, removing duplicates and bounced emails before handoff to the CRM team.
- Helped staff two community sponsorship events, running the giveaway table and collecting sign-ups.

## EDUCATION

- B.S. in Marketing, University of Minnesota, expected May 2025
- Email marketing workshop series, 2024