(425) 555-0101 | d.prescott@example.com | Bellevue, WA 12345

Carolyn Parker

Stay At Home Mom

Marketing coordinator with six years of agency experience returning to work after a five-year career pause raising two children. Kept skills current through freelance social media projects, parent group leadership at my children's school, and a Google Digital Marketing certificate completed in 2023. Comfortable with fast context switches, tight budgets, and juggling stakeholders who all want the answer first.

EDUCATION

B.A., Communications, University of Washington, 2015

Google Digital Marketing certificate, Coursera, 2023

KEY SKILLS

- Social media management (Instagram, Facebook, TikTok)
- Meta Ads Manager
- Mailchimp and Constant Contact
- Canva and basic Adobe Express
- Content calendars and copywriting
- Budget tracking in Google Sheets
- Asana and Trello
- Volunteer recruiting and coordination
- Event planning and logistics
- Public speaking to parent and board audiences

PROFESSIONAL EXPERIENCE

Freelance Social Media Consultant | Self-Employed, Bellevue, WA,
2021 – Present

- Built and managed Instagram and Facebook presence for three local small businesses (a bakery, a pediatric dentist, and a yoga studio), growing combined follower count from roughly 900 to 7,400 across two years.
- Wrote monthly content calendars and shot most of the photography on an iPhone, keeping each client under a $250 monthly retainer.
- Ran a Meta Ads test for the bakery that lifted weekend foot traffic enough for the owner to add a Sunday shift.
- Handled all invoicing, contracts, and quarterly tax filings without an accountant.

Parent Group Vice President and Fundraising Chair | Cedarwood Elementary Parent Group, Bellevue, WA,
2020 – 2024

- Led an all-volunteer team of 22 parents across seven committees, running the school's largest fundraising event three years in a row.
- Grew the annual auction from $18,400 to $41,200 in gross receipts by adding online bidding and a corporate sponsorship tier.
- Rebuilt the parent email list in Mailchimp and raised open rates from the mid-20s into the high 40s.
- Presented budgets and event recaps to the principal and school board each quarter.

Marketing Coordinator | Harborline Creative Agency, Seattle, WA,
2015 – 2019

- Coordinated integrated campaigns for six regional retail clients, owning timelines, creative reviews, and vendor invoicing.
- Wrote copy for email, landing pages, and print, and briefed designers on roughly 40 projects per quarter.
- Managed a shared production calendar in Asana that cut missed deadlines noticeably after rollout.
- Trained two junior coordinators on client intake and status reporting.