

Cynthia Wright

Marketing Intern

Marketing coordinator with three years supporting demand gen and events for mid-market B2B teams. Day to day I run the webinar program end to end, keep the marketing automation instance clean, and partner with sales ops on lead routing.

CONTACT INFORMATION



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Charlotte, NC 12345

EDUCATION

B.A. in Communications, minor in
Business, University of South Carolina,
2021

Marketing automation training
program, 2024

KEY SKILLS

- Marketo, Salesforce (Marketing tab)
- Zoom Webinars, ON24
- Asana, Monday.com
- Google Analytics 4
- Adobe Express, Canva
- Excel and Google Sheets (pivot tables, XLOOKUP)
- Basic email template editing
- Event and trade show coordination

PROFESSIONAL EXPERIENCE

Marketing Coordinator | Beltway Freight Systems, Charlotte, NC
Feb 2023 – Present

- Run 2 webinars per month in Zoom Webinars and Marketo, from invite build through post-event nurture; average attendance is around 210 registrants and 78 live attendees.
- Own the North America webinar contribution to pipeline, which finance attributed at \$1.6M in sourced pipe for FY24.
- Manage the shared marketing calendar in Asana across three product lines and seven regional field reps.
- Audit the Marketo database quarterly, suppressing hard bounces and role-based emails before each major send.
- Coordinate booth logistics for two industry trade shows a year (Manifest, Home Delivery World).

Marketing Intern, then Marketing Assistant | Palmetto Home Loans, Columbia, SC
Jun 2021 – Jan 2023

- Started as a summer intern and was hired full time in the fall after the retail marketing manager restructured the team.
- Built branch co-op ad packets using approved templates in Adobe Express and shipped them to 22 branches on a monthly cadence.
- Coordinated four community sponsorship activations, including a Habitat for Humanity build day covered by local press.
- Wrote the internal newsletter each week using content pulled from Slack channels and loan officer submissions.