

SUMMARY

- An email marketing specialist with experience in both B2C and B2B marketing channels and several marketing automation platforms.

EXPERIENCE

Email Marketing Automation Specialist, Right Networks

February 2022 – present

Hudson, NH

- Develop marketing automation programs to nurture existing leads and route new leads in Salesforce and Pardot
- Design modular email templates and create actionable landing pages for webinars and events

CRM Specialist, Tripadvisor

July 2021 – February 2022

Needham, MA

- Produced email campaigns distributed to millions of Tripadvisor customers
- Gathered requirements for newsletters from marketing and engineering teams
- Conducted A/B testing and monitored deliverability metrics to inform decisions

Account Coordinator, APS Group

May 2019 - May 2020

Boston, MA

- Partnered with clients producing print and creative work and negotiated with vendors
- Assessed stakeholder needs and ensured deliverables met objectives and quality expectations

Marketing and Registration Coordinator, Town of Amherst | Amherst Recreation

Nov. 2017 – April 2019

Amherst, MA

- Updated website features and content; managed web presence and social media
- Produced promo materials; email campaigns, social media ads, banners, bus ads, catalogs, flyers

ADDITIONAL SKILLS & KNOWLEDGE

Email Marketing - *Salesforce, Pardot, MailChimp, Hubspot, Litmus, Datorama* | Wordpress

Adobe Creative Suite - *InDesign, Photoshop, Illustrator* | MS Office Suite - *Word, Excel, Powerpoint*

Google Ads Certified - *Search, Display* | Google Analytics | SEO - *SEMrush, Moz, Keyword Research*

EDUCATION

University of Massachusetts Amherst | Isenberg School of Management, *Graduated May 2016*

BBA Finance, Financial Analyst Track

Minor in Information Technology

University of California Davis | Coursera, *Completed February 2021*

Search Engine Optimization (SEO) Specialization