

# Brianna Kramer

## Growth Marketing Content Creator

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### STRENGTHS

- Campaign Management**  
Expertly managed diverse marketing campaigns tailored to meet specific goals, ensuring each project delivered measurable results.
- Data Analysis**  
Regularly analyzed campaign data, leading to strategic adjustments that maximized outreach effectiveness and enrollment.
- Cross-Functional Collaboration**  
Collaborated seamlessly across teams, encouraging sharing of insights which strengthened campaign impact and aligned goals.
- User-Centric Content Creation**  
Focused on developing engaging, relevant content that resonated with target audiences, boosting both trust and interaction.
- Project Optimization**  
Constantly identified areas for improvement, implementing changes that resulted in significant gains in operational efficiencies.

### SKILLS

Campaign Management

Content Creation Data Analysis

A/B Testing Email Marketing

Webinar Coordination

Audience Segmentation

Marketing Automation

Conversion Rate Optimization

Performance Metrics Analysis

Lifecycle Marketing

Market Research

Optimization Strategies

### SUMMARY

Detail-oriented marketing professional with over four years of experience in campaign execution and content creation within healthcare. Proven ability to manage various projects simultaneously while maintaining high-quality standards. Strong analytical skills focus on data-driven decisions to optimize marketing strategies and enhance user engagement. A true team player, adept at collaborating with cross-functional teams to drive growth initiatives and improve operational efficiency. Excited to contribute expertise in managing Open Enrollment lifecycle execution, webinar operations, and campaign support to make a positive impact on community health outcomes.

### EXPERIENCE

#### Marketing Campaign Coordinator

Creative Marketing Agency 📅 January 2025 - Present 📍 San Francisco, CA

Manage end-to-end execution of multiple marketing campaigns, focusing on email, SMS, and direct mail channels. Ensure timely delivery while implementing innovative strategies for enhancing user engagement.

- Led execution of various marketing campaigns while ensuring adherence to timelines, increasing overall engagement significantly.
- Collaborated with internal data teams to analyze performance metrics, adjusting campaign strategies based on insights gathered.
- Developed and maintained campaign logic and audience segmentation that drove enhanced targeting and improved conversion rates.
- Designed and executed webinars, overseeing all aspects from promotion through follow-up communication.
- Conducted quality assurance checks on marketing content, aligning them with brand messaging and compliance standards.
- Identified and implemented process improvements, resulting in a streamlined campaign turnaround time.

#### Content Marketing Specialist

Healthcare Solutions Group 📅 June 2023 - December 2024 📍 Los Angeles, CA

Created user-centric content focused on boosting engagement and driving conversions. Supported growth initiatives by crafting targeted content strategies based on research insights.

- Produced high-performing content for emails and landing pages that significantly increased user engagement.
- Trained junior members on best practices for creating effective content and managing campaigns.
- Executed lifecycle campaigns diligently, guaranteeing alignment with set objectives and timely deliverables.
- Analyzed campaign data to identify actionable trends, contributing to the increase in user sign-ups by creatively iterating our approach.
- Implemented new content marketing technologies, optimizing workflows across departments.
- Fostered collaboration amongst cross-functional teams, bridging gaps between technology and marketing.

### LEADERSHIP & AWARDS

- Dean's List, University of Colorado Boulder - 2024, 2025
- Marketing Excellence Award, Healthcare Solutions Group - 2024

### EDUCATION

#### Bachelor of Arts in Marketing

University of Colorado Boulder 🎓 GPA: 3.9 📅 2026 📍 Boulder, CO

**Coursework:** Consumer Behavior, Digital Marketing, Marketing Research, Strategic Communication

Stakeholder Collaboration

Technical Skills Development

## LANGUAGES

English Native

Spanish Intermediate

## MY CAREER



● Marketing Campaign Coordinator at Creative Marketing Agency (1.4 Years)

● Content Marketing Specialist at Healthcare Solutions Group (1.5 Years)

## CERTIFICATIONS

- Google Analytics Certified 📅 2025
- HubSpot Content Marketing Certification 📅 2025

## TECHNICAL SKILLS

- **Marketing Tools:** HubSpot, Mailchimp, Google Analytics
- **Testing Tools:** Optimizely, Unbounce, Crazy Egg
- **Design Software:** Canva, Adobe Creative Suite, Figma
- **Project Management Tools:** Trello, Asana, JIRA
- **Communication Tools:** Slack, Microsoft Teams, Zoom
- **CRM Platforms:** Salesforce, Zoho CRM, HubSpot CRM
- **Social Media Tools:** Hootsuite, Buffer, Sprout Social
- **Data Visualization:** Tableau, Power BI, Google Data Studio
- **SEO Tools:** SEMrush, Moz, Yoast
- **Email Marketing Platforms:** Mailchimp, SendGrid, Constant Contact

## PROFESSIONAL AFFILIATIONS

- President, Marketing Club, University of Colorado Boulder - 2025
- Volunteer, Health Awareness Campaign, Denver Community Outreach - 2024

## ADDITIONAL INFORMATION

**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

AVAILABLE ON REQUEST