

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

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

Optimization Strategies

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)

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

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