

# Brianna Kramer

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## 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

January 2025 - Present

Creative Marketing Agency

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

June 2023 - December 2024

Healthcare Solutions Group

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

2026

University of Colorado Boulder | GPA: 3.9

Boulder, CO

*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

**SKILLS**

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- 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
- Stakeholder Collaboration
- Technical Skills Development

**PROFESSIONAL AFFILIATIONS**

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

**LANGUAGES**

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- English (Native)
- Spanish (Intermediate)

**ADDITIONAL INFORMATION**

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

**REFERENCES**

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AVAILABLE ON REQUEST