



HARPER LEWIS

Email Marketing Coordinator

✉ support@qwikresume.com

☎ (123) 456 7899

📍 Los Angeles

🌐 www.qwikresume.com

PROFESSIONAL SUMMARY

Results-oriented Email Marketing Coordinator with 5 years of experience in designing and executing strategic email campaigns that enhance customer engagement and drive conversions. Adept at leveraging data analytics for continuous optimization and performance improvement. Excited to bring innovative strategies to a collaborative team environment.

WORK EXPERIENCE

Email Marketing Coordinator

📅 May / 2022-Ongoing

Maple Leaf Consulting

📍 Toronto, ON

1. Collaborated across multiple departments to successfully grow the email database, enhance fan engagement, and increase revenue through effective campaigns.
2. Managed the subscriber database, ensuring data integrity and accuracy in collaboration with business analytics.
3. Implemented A/B testing strategies to optimize open, click, and conversion rates.
4. Developed and maintained an email deployment calendar to streamline campaign launches.
5. Participated in cross-functional meetings to align email marketing strategies with overall business objectives.
6. Engaged in ongoing training sessions to stay updated on industry trends and best practices.
7. Analyzed campaign performance metrics to inform future marketing strategies.

Email Marketing Coordinator

📅 May / 2020-May / 2022

Cactus Creek Solutions

📍 Phoenix, AZ

1. Assisted in crafting engaging content concepts and planning monthly calendars for various clients.
2. Coordinated weekly email marketing campaigns with merchandising teams to align promotional efforts.
3. Worked closely with graphic designers to create visually appealing email layouts.
4. Conducted thorough checks on email content to ensure compliance and minimize errors.
5. Utilized analytics tools to assess email performance and refine marketing strategies.
6. Created responsive email templates using HTML and CSS for optimal viewing on all devices.

EDUCATION

Bachelor of Arts in Marketing

📅 May / 2018-May / 2020

University of Marketing

📍 Portland, OR

Focused on digital marketing strategies, consumer behavior, and data analytics.

SKILLS

Email Campaign Coordination



Market Research



Event Promotion



Creative Problem Solving



Budget Management



Email Design Tools



INTERESTS

🤿 Scuba Diving

🎮 E-sports

📖 Reading Fiction

🧩 Puzzle Solving

STRENGTHS

📦 Stewardship

👥 Teamwork

🔗 Tenacity

👁 Vision

LANGUAGES



English



Swahili



Mandarin

ACHIEVEMENTS

🌟 Increased email open rates by 25% through targeted segmentation and personalized content.

🌟 Achieved a 15% boost in click-through rates by implementing effective A/B testing strategies.