Priyanka Castellanos

Account Coordinator

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SUMMARY

Account coordinator with 3 years at a marketing agency, supporting 2 account managers across 12 client accounts worth $1.8M in combined annual billings. Built the campaign status tracker now used by the whole team and kept 94% of client deliverables on their original deadline. Comfortable leading routine client check-ins solo.

EXPERIENCE

Account Coordinator — Brightline Marketing Partners

Tampa, FL · Jun 2022 – Present

- Support 2 account managers across 12 client accounts in retail and healthcare, worth $1.8M in combined annual billings.
- Built a shared campaign status tracker in Asana that cut status-update emails by half and became the team's standard template.
- Coordinate with 6 internal teams (creative, media, analytics) to keep deliverables on schedule, hitting 94% of deadlines across 40 campaigns last year.
- Lead weekly check-in calls with 4 smaller clients directly, drafting recap emails that cut follow-up questions by a third.
- Compile monthly performance reports pulling data from Google Analytics and the paid media dashboard for 8 client accounts.

Marketing Assistant — Seabreeze Creative Co.

Tampa, FL · Aug 2021 – May 2022

- Scheduled and tracked 15 monthly social media posts across 5 client accounts, flagging approval delays before they missed publish dates.
- Maintained the client contact and billing database for 20 accounts, correcting 30 outdated records during a quarterly cleanup.
- Assisted with new-client onboarding packets for 6 accounts, reducing the average kickoff prep time from 5 days to 2.

SKILLS

Client and account: Account support, client communication, renewal and deadline tracking, onboarding

Tools: Asana, HubSpot, Salesforce, Google Analytics, Slack, Google Workspace

Project coordination: Timeline management, cross-team coordination, status reporting, vendor follow-up

Reporting: Monthly performance reports, basic dashboard building, billing reconciliation

EDUCATION

B.A. Communications, University of South Florida, 2021

Fictional example by FindAJobAI: the person, employers and numbers are invented.