Clementine Abara-Wexford

Marketing Assistant

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SUMMARY

Marketing assistant with 2.5 years in financial services and retail, producing about 12 emails, 40 social posts and 6 print pieces a month. Lifted email open rates from 21% to 29% through subject line tests, grew Instagram followers by 4,800 in a year, and coordinates 10 community events annually. Skilled in HubSpot, Canva and Google Analytics.

EXPERIENCE

Marketing Assistant — Heartland Members Credit Union

Kansas City, MO · Jun 2024 – Present

- Build and schedule about 12 member emails a month in HubSpot for a list of 58,000 members.
- Raised average open rates from 21% to 29% over 9 months by testing 2 subject lines on every send.
- Coordinate 10 branch and community events a year, handling vendors, materials and sign-ups for up to 300 guests.
- Track campaign results in a monthly Google Analytics and HubSpot report used by the 4-person marketing team.

Marketing Intern, then Junior Marketing Assistant — Prairie Hearth Home Goods

Overland Park, KS · Jan 2023 – May 2024

- Created about 40 Instagram and Facebook posts a month in Canva, growing Instagram followers from 6,200 to 11,000.
- Wrote product descriptions for 350 new items on the online store, all live before each season's launch date.
- Organized 4 in-store workshops that brought in 260 attendees and about $9,000 in same-day sales.

SKILLS

Channels: Email marketing, social media, events, print, website updates, local partnerships

Content: Copywriting, product descriptions, Canva design, photo editing, basic video

Tools: HubSpot, Mailchimp, Canva, Google Analytics 4, Meta Business Suite, WordPress

Project work: Content calendars, vendor coordination, campaign checklists, reporting

EDUCATION

B.A. Marketing, University of Missouri–Kansas City, 2024

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