Brenda Cortez

Marketing Coordinator

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SUMMARY

Marketing coordinator with 3 years of experience supporting campaigns, email and events for a B2B software company and a regional fitness chain. Managed the content calendar behind a 22% lift in email click rate and coordinated a product launch event that drew 310 attendees. Comfortable running HubSpot, Canva and paid social day to day.

EXPERIENCE

Marketing Coordinator — Brightlane Software

Tampa, FL · Apr 2023 – Present

- Built and maintained the monthly content calendar across email, blog and LinkedIn, coordinating 4 contributors and keeping 95% of posts on schedule.
- Rewrote email subject lines and segmentation for the quarterly newsletter, raising average click rate from 2.4% to 2.9% across 18,000 subscribers.
- Coordinated a product launch event for 310 attendees, managing vendor logistics, a $14,000 budget and the day-of run sheet.
- Ran paid social campaigns on LinkedIn and Meta with a $6,000 monthly budget, cutting cost per lead by 18% through audience testing.
- Tracked campaign performance in HubSpot and compiled a biweekly report for the marketing director, flagging 2 underperforming campaigns before renewal.

Marketing Assistant — Gulfside Fitness Clubs

Tampa, FL · Jan 2021 – Mar 2023

- Scheduled and wrote copy for 6 social accounts across 12 club locations, growing combined Instagram followers from 4,200 to 9,100.
- Coordinated 8 member-referral promotions a year, including flyers, in-club signage and email reminders, averaging 140 new sign-ups per promotion.
- Assisted with the annual member appreciation event for 400 guests, managing RSVPs, vendor check-in and signage.

SKILLS

Marketing tools: HubSpot, Mailchimp, Canva, Hootsuite, Google Analytics

Channels: Email marketing, paid social (Meta, LinkedIn), organic social, event coordination

Content: Copywriting, content calendars, basic graphic design, Adobe Express

Project support: Budget tracking, vendor coordination, Asana, cross-team scheduling

CERTIFICATIONS

HubSpot Content Marketing Certification, 2023

EDUCATION

B.A. Communications, University of South Florida, 2020

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