

Professional Experience

Marketing Coordinator

Accelerate Marketing Inc., Boston, MA | May 2018 – Present

- Manage over 50+ campaigns contributing to a \$200K increase in revenue growth YOY and develop project plans across all marketing channels, including print, social, and digital
- Coordinate cross-functionally with client-facing teams, sales leads, account managers, and marketing personnel to align creative assets with client brand objectives
- Liaise with internal publisher teams to develop optimization strategies and identify new marketing approaches to drive audience engagement within untapped verticals

Marketing Coordinator

Workforce Mgmt Software, Boston, MA | May 2016 – May 2018

- Managed logistics, project kickoffs, budgets, and timelines for 25+ marketing campaigns to drive brand awareness for new product launches, which contributed to a 150% increase in annual sales and improved market share within the HR software space
- Collaborated with product management, marketing, and sales teams to identify opportunities for new features and services based on customer feedback and KPIs

Education

Bachelor of Arts (B.A.) Marketing

Boston College, Boston, MA | September 2012 - May 2016

Raheem Richardson

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A Marketing Coordinator with five years of experience specializing in product marketing, strategy development, digital marketing, and brand messaging. A proven track record of coordinating with cross-functional teams and client stakeholders to achieve brand objectives.

Key Skills

- Product Marketing
- Digital Marketing
- Brand Messaging
- Cross-Functional Leadership
- Go-to-Market Strategy