

HANNAH PATEL

Marketing Automation Specialist

City, ST
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(123) 456-7890
LinkedIn URL

Marketing automation specialist with expertise in CRM optimization and lead nurturing

Marketing automation specialist with 6+ years' experience increasing engagement by 50%, improving conversions by 35%, and optimizing workflows across CRM platforms.

Education

Bachelor of Science in Business Analytics

University of Texas | 2016

Key Skills

Marketing automation (Marketo, HubSpot, Pardot)

Email segmentation and personalization

Lead scoring and nurturing

CRM database management

Workflow optimization

Professional Experience

July 2019 - Present

Marketing Automation Specialist

TechGrowth Solutions | Austin, TX

- Increased email engagement rates by 50% through targeted segmentation and A/B testing
- Improved lead conversion by 35% by implementing automated lead-nurturing campaigns
- Integrated CRM platforms to streamline customer data tracking and reporting

May 2016 - July 2019

CRM & Email Marketing Coordinator

CloudComm Technologies | Austin, TX

- Managed email automation workflows that improved customer retention by 30%
- Conducted campaign performance analysis, optimizing content for higher engagement
- Developed customer journey maps that personalized marketing outreach strategies