

Natalie Romero

Marketing Coordinator

City, ST
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| LinkedIn URL

Marketing coordinator with expertise in campaign management and event planning

Marketing coordinator with 4+ years' experience increasing event attendance by 30%, generating 20% more leads, and improving campaign engagement through performance analysis.

Key Skills

- Campaign management
- Event planning and execution
- Marketing analytics
- Email marketing
- CRM software (Salesforce, HubSpot)

Professional Experience

Marketing Coordinator

Peak Strategies | Denver, CO

July 2020 - Present

- Increased event attendance by 30% through targeted email and social media promotions
- Managed marketing campaigns that contributed to a 20% increase in lead generation
- Create performance reports to analyze campaign effectiveness and optimize future efforts

Marketing Assistant

ABC Media Group | Denver, CO

August 2018 - July 2020

- Supported content development and email marketing campaigns, improving engagement rates
- Assisted in social media management, increasing follower count by 15%
- Helped develop marketing materials that enhanced brand messaging

Education

Bachelor of Science in Marketing
University of Colorado | 2018