Rachel Green

Email Marketing Coordinator

CONTACT

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📍 United States, New York, NY

EDUCATION

Bachelor of Science in Marketing

New York University, United States, Graduated: May 2016

Certifications

- Email Marketing Certification | Mailchimp Academy | Certified: February 2023

- Advanced Email Campaign Strategy | HubSpot Academy | Certified: July 2021

PROFESSIONAL SUMMARY

Results-driven and detail-oriented Email Marketing Coordinator with experience creating high-performing email campaigns. Skilled in A/B testing, segmentation, campaign analysis, and performance optimization to maximize customer retention and revenue growth.

Portfolio: https://www.rachelgreen.com

EXPERIENCE

Email Marketing Coordinator   2019 - Now

Brightline Media, United States, New York, NY

- Develop and execute data-driven email marketing campaigns, increasing click-through rates by 18% in 2023.

- Implement advanced segmentation strategies and personalization techniques.

- Collaborate closely with cross-functional teams, including graphic designers and copywriters.

- Conduct A/B testing on subject lines, content, and CTAs to improve overall email performance and engagement rates.

Marketing Associate   2016 - 2019

Empire Brands, United States, New York, NY

- Supported the design and execution of email campaigns, ensuring alignment with brand guidelines and marketing goals.

- Performed detailed campaign analysis and presented comprehensive reports to senior management, recommending improvements based on key metrics.

- Assisted in creating email content and graphics, contributing to a more cohesive and impactful brand presence across email marketing channels.

SKILLS

Skill	Rating
Email Campaign Management	★★★★★
A/B Testing & Optimization	★★★★★
Email Analytics & Reporting (Mailchimp, Klaviyo, Google Analytics)	★★★★★
Segmentation & Personalization Techniques	★★★★★
Cross-Functional Team Collaboration	★★★★★
Copywriting & Content Strategy	★★★★★
Strong Attention to Detail & Time Management	★★★★★