



# Grace Thompson

Marketing Automation Specialist

## CONTACT INFORMATION



(444) 123-9876



email@example.com



LinkedIn | Portfolio



San Diego, CA

## EDUCATION

Bachelor of Business Administration | San Diego State University | San Diego, CA

## KEY SKILLS

- CRM tools (Salesforce, HubSpot)
- Workflow automation
- Email campaign optimization

## ABOUT ME

### Marketing automation specialist driving efficiency and engagement

Experienced marketing automation specialist with 10 years of expertise in designing and managing automated workflows to optimize campaign performance. Skilled in integrating CRM tools and creating personalized marketing experiences.

## PROFESSIONAL EXPERIENCE

### MARKETING AUTOMATION SPECIALIST | GROWTH SOLUTIONS INC. | JULY 2017 TO PRESENT

- Developed and managed marketing automation workflows, reducing manual processes by 40%
- Integrate Salesforce with marketing platforms to ensure seamless data sharing and lead tracking
- Enhanced email campaign engagement, achieving a 20% increase in click-through rates

### MARKETING COORDINATOR | ELEVATE MARKETING | JANUARY 2015 TO JUNE 2017

- Implemented basic automation processes, improving lead response times by 15%
- Assisted with campaign segmentation, increasing targeting accuracy and reducing churn rates by 10%
- Provided regular performance reports, identifying areas for optimization

## CERTIFICATIONS

- CERTIFIED SALESFORCE MARKETING CLOUD SPECIALIST | SALESFORCE | OCTOBER 2021