

GRACEN CARLSON

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I am an energetic, outgoing and results-oriented individual. With experience in social media management, program management and email marketing, I am sure to bring fresh ideas to any team. I have a broad range of skills with a constant desire to learn.

EXPERIENCE

AUG 2021 – PRESENT

EMAIL MARKETING SPECIALIST, WONDERLIC

- Review current nurture series and templates in order to suggest and implement revisions for better engagement
- Maintain landing pages for various campaigns and ensure leads can be tracked properly
- Create template and copy for various one-off email sends
- Generate monthly newsletter including copy, template changes, and tracking

JAN 2020 – 2021

EMAIL MARKETING SPECIALIST, TECHNOLOGYADVICE

- Manage the team schedule as programs are set live to accommodate sectors and bandwidth of team
- Review Salesforce programs, request lists and chatter as needed to fulfill programs
- Work cross functionally with other teams and specialists to ensure proper timing and accuracy of projects
- Responsible for and had creative control of all email campaigns produced with implementation of A/B tests to improve metrics
- Overhauled all email templates from ideation to execution and analyzed data from those to determine success
- Assist with building and scheduling of automated nurture campaigns through MailChimp

OCT 2017 – DEC 2019

MARKETING AND EVENTS COORDINATOR, JACOBSON INSTITUTE

- Hire and manage team of 3 interns ensuring they met personal and professional goals
- Responsible for various marketing campaigns via email, paid ads, and social media
- Plan all event logistics including marketing, lodging, food, and guest response tracking for a professional development camp of 100+ teachers
- Use constant contact to segment lists and generate email campaigns aimed to drive signups for various events and roles
- Create content and develop a social media calendar using Hubspot
- Create and maintain social media calendar to be used as a template
- Tracked certification process and communicated with 20+ teachers across the United States to expand our program

EDUCATION

DEC 2019

B.B.A MARKETING, UNIVERSITY OF IOWA

Maintained a 3.5 GPA through entire college career while graduating 1 semester early. Received scholarships that allowed me to attend several event marketing conferences and grow my network.