

# Louise Gutenberg

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## Summary

Motivated and growth-minded marketing and sales professional with experience in areas such as marketing research, analytics, campaign development, web design, and client relationships.

## Experiences

### RevoKind

Denver, CO

Marketing Manager

September 2019 – July 2020

- Conducted marketing research, developed marketing goals and strategy, and created a marketing plan
- Built out the content calendar, campaign schedule, and outlined content design ideas and templates
- Utilized HubSpot and Google Analytics to develop market understanding, and improve customer understanding
- Worked in WordPress to upload material to the company website, communicated with external SEO specialists to improve internal processes, and presented website updates to the CEO

### Frank Recruitment Group

Denver, CO

Salesforce Recruitment Consultant

August 2019 – July 2020

- Conducted market research to identify clients, their industries, technologies, work culture, and environment to understand their needs, wants, and responsibilities
- Produced job description and other marketing material to promote open roles, approach candidates to discuss requirements and salary, generate leads and increase the number of candidate placements
- Managed the full recruitment circle; from initial client and candidate introductions, to post-placement conversations

### Stetson University; Center for International Learning

DeLand, FL

Student Marketing Coordinator

February 2018 – May 2019

- Automated social media marketing processes and scheduled content creation calendar to improve the efficiency of the marketing
- Acted as the go-to marketing professional for the department and was responsible for the growth and improvement of international student on-campus initiatives
- Produced marketing materials and participated in events to promote international engagement, study abroad programs, and cross-cultural learning opportunities

### Holy Agency

Stockholm, SWE

Marketing Intern

June 2018 – September 2018

- Independently conducted marketing research to successfully present marketing strategies and campaigns to supervisors and agency clients
- Utilized Photoshop, InDesign, Word, Excel, Keynote, PowerPoint, and other tools to design and develop commercial ads and social media posts to enhance online marketing for clients such as Lindt and SmartWater
- Delivered information regarding potential customers and collaboration partners to enhance business relationships and increase sales

## Education

### Stetson University, GPA: 3.64/4.0

DeLand, FL

Bachelor of Science in Business Administration; Marketing

May 2019

Bachelor of Science in Business Administration; International Business

May 2019

### Oxford University, GPA: 3.85/4.0

Oxford, ENG

Management and EU-Politics

Study Abroad Program: Fall 2017

## Organizations

### Alpha Kappa Psi, Business Fraternity

DeLand, FL

Active Member

August 2016 – May 2019

### Stetson University's Women's Club Soccer Team

DeLand, FL

Vice President (2017), Assistant Coach (2018)

August 2015 – May 2019

### Pi Beta Phi, Philanthropic Fraternity for Women

DeLand, FL

Academic Committee (2018), Finance Committee (2017)

August 2015 – May 2019