

Helen Hunt

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WORK PHILOSOPHY

I believe in empowering others, leading with empathy, and creating clarity so people can move fast with purpose. My approach balances compassion with focus, ensuring expectations are understood and goals are shared. I value kindness, honesty, and collaboration, knowing that great work happens when people feel supported and connected. It's about urgency with intention: driving meaningful impact while staying grounded in trust, respect, and genuine human connection.

WORK EXPERIENCE

GOAL Marketing

Tallinn, EST

Social Media Manager

Oct 2023 - Aug 2025

- Developed data-driven strategies by integrating performance analytics into planning processes, leading to a 25% improvement in project outcomes and fostering continuous process improvements.
- Coordinated end-to-end content production fitting to strict schedules and brand strategy, resulting in a 98% on-time delivery rate and maintaining project budgets within a 5% variance.
- Crafted comprehensive content calendars for high-profile clients such as DHL Express, Chewits, and Mynthon, ensuring on-time delivery of over 100 scheduled posts monthly.

Campaign Manager

Dec 2023 - Aug 2025

- Negotiated strategic partnership terms with key influencers, achieving a cost reduction while expanding campaign reach to an additional 1 million viewers.
- Managed end-to-end campaign execution, optimizing website setup and content strategy to generate a 25% rise in lead conversions.
- Coordinated cross-platform promotional activities that expanded brand visibility by 60%, leading to a 20% growth in follower base and enhanced campaign recall among target demographics.

Tallinn University of Technology

Tallinn, EST

Head of Community and Marketing

Oct 2020 - Aug 2024

- Managed multiple simultaneous campaigns involving over 50 athletes and partners, maintaining clear channels of communication that increased team satisfaction scores by 15 points on post-project surveys.
- Amplified brand visibility through targeted social listening initiatives, identifying trending topics and athlete interests that resonated with key demographics.
- Analyzed engagement metrics to optimize social media content delivery, leading to a 20% rise in overall reach and fostering stronger connections among the university's volleyball enthusiasts.

Selver Volleyball Club

Tallinn, EST

Head of Marketing

Aug 2020 - Aug 2024

- Balanced multiple kit and merch projects across club levels, coordinating with vendors to ensure timely delivery.
- Helped organize promotional events, workshops, and media campaigns to build the club's brand and foster a tightknit, visible community.
- Implemented comprehensive off-court mentorship programs that increased athlete engagement scores by 20% and contributed to a 10% rise in community participation rates.
- Developed targeted community marketing campaigns that expanded reach to local families, driving a 20% growth in program registrations within six months.

PROJECT EXPERIENCE

Tallinn University of Technology

Tallinn, EST

Project Lead

Mar 2024 - Apr 2024

- Managed budget allocation of €10,000 for promotional activities, optimizing ad spend efficiency which led to a 30% reduction in costs while expanding advertising coverage by 25%, ensuring maximum exposure within budget constraints.
- Promoted the event to over 700 youth athletes through direct engagement at club training sessions.

- Orchestrated the setup and management of exclusive VIP areas, enhancing sponsor and stakeholder engagement by providing tailored experiences that increased satisfaction ratings by 30%.

EDUCATION

University of Essex

England, Essex

BSc Sports Performance & Coaching

Graduation Date: Jun 2021

SKILLS & INTERESTS

Skills: Project Management • Content Production • Social Media Strategy • Cross-Functional Teamwork • Creative Direction • Campaign Planning • Brand Messaging • UX Thinking • Timeline & Resource Management • Notion • Canva • Adobe Creative Suite • Figma • Microsoft Office