

MARISSA FORTIER

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I am a dependable and driven marketing professional looking to expand my skill set and gain a larger understanding of the various facets of marketing through challenging and new experiences.

EXPERIENCE

MAY 2019 – PRESENT

EMAIL CAMPAIGN MARKETING COORDINATOR, MEDICUS HEALTHCARE SOLUTIONS

- Manage, create, and strategize email marketing campaigns for recruiting and sales
- Analyze data metrics from campaigns to better strategize marketing efforts
- Manage the company's text recruiting platform and analyzing the recruiting performance on the platform
- Generate leads and distribute them to various departments
- Pulling reports to show ROI for both email and text campaigns

OCTOBER 2018 – PRESENT

MARKETING ASSOCIATE, WC RESEARCH INC

- Manage Salesforce email marketing campaigns
- Establish and coordinate corporate partnerships
- Work cross-functionally with sales to generate leads
- Analyze data to determine the most optimal marketing strategies
- Utilize Salesforce CRM to build databases and targeted lists for outreach

MAY 2018 – OCTOBER 2018

FIELD SALES AND MARKETING REPRESENTATIVE, TECHTRONIC INDUSTRIES (TTI)

- Read sales data to strategically place products in stores
- Created relationships with Key Decision Makers to gain more space for my products and drive sales

MAY 2016 – AUGUST 2016

MARKETING INTERN, PRESCOTT PARK ARTS FESTIVAL

- Wrote Press Release Language and Marketing Copy
- Posted on the festival's social media platforms
- Assisted in planning events

EDUCATION

MAY 2018

BS STRATEGIC MARKETING, PLYMOUTH STATE UNIVERSITY

Graduated Magna Cum Laude. Participated in the Professional Sales Program and Leadership Team on campus. These experiences have enhanced my presentation skills and given me the leadership skills necessary to thrive in collaborative, team-oriented environments.

SKILLS

- Social Media Strategy (familiar with Meltwater)
- Microsoft Office Suite
- HTML/CSS
- Bootstrap
- Hubspot Inbound Certified
- Salesforce CRM/Marketing Cloud/Pardot
- Adobe InDesign
- Interpersonal Communications

