

# Lorien Benoit

Marketing  
Coordinator

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**Details**  
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(186) 451-5565  
Baton Rouge, LA

Dynamic Marketing Coordinator with 3 years of experience, skilled in campaign management and data-driven strategies. Proven track record in boosting brand visibility and engagement. Adept at collaborating cross-functionally to deliver impactful marketing solutions.

### Marketing Specialist at HubSpot, LA

Apr 2025 - Present

- Spearheaded a campaign that increased lead generation by 27%, resulting in \$1.3 million in new revenue within six months.
- Collaborated with cross-functional teams to streamline the content creation process, reducing turnaround time by 35% and boosting team productivity.
- Developed and implemented a social media strategy that elevated brand engagement by 42% across platforms, significantly enhancing customer interaction.
- Led a project to optimize email marketing efforts, achieving a 19% increase in open rates and a 24% boost in click-through rates over the previous quarter.

### Marketing Assistant at Salesforce, LA

Mar 2022 - Mar 2025

- Spearheaded a digital marketing campaign that increased lead generation by 27% over six months, leveraging targeted social media ads and email segmentation.
- Collaborated with the sales team to refine customer profiles, resulting in a 15% improvement in conversion rates for new product launches.
- Analyzed market trends and competitor strategies, contributing to a strategic report that informed quarterly business planning and drove a 12% increase in market share.
- Streamlined content creation processes by implementing new project management tools, reducing production time by 18% while maintaining quality standards.

### Associate of Arts in Marketing at Delgado Community College

Nov 2017 - May 2022

Relevant Coursework: Principles of Marketing, Consumer Behavior, Advertising Strategies, Market Research, Digital Marketing, and Business Communication.

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