

Clarence Swedeen

Marketing Coordinator

✉ clarence.swedeen@gmail.com
☎ (838) 526-5326
📍 Worcester, MA

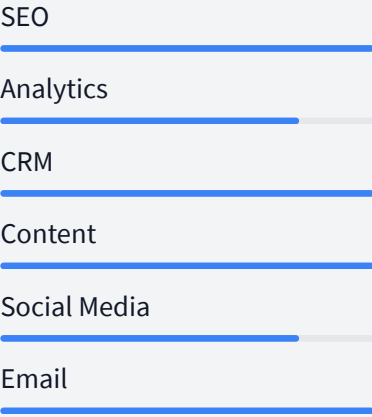
EDUCATION

Associate of Arts in Marketing at Bunker Hill Community College
Nov 2018 - May 2023
Principles of Marketing, Consumer Behavior, Advertising Strategies, Market Research, Digital Marketing, Sales Techniques, and Business Communication.

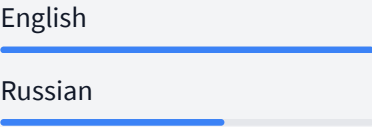
LINKS

[linkedin.com/in/clarenceswedeen](https://www.linkedin.com/in/clarenceswedeen)

SKILLS



LANGUAGES



HOBBIES

Photography
Gardening
Cooking

PROFILE

Dynamic Marketing Coordinator with 2 years of experience, driven by curiosity and eagerness to learn. Skilled in campaign management and data analysis, adept at crafting compelling content. Passionate about innovative strategies and enhancing brand visibility.

EMPLOYMENT HISTORY

- Marketing Assistant at HubSpot, MA**
May 2025 - Present
 - Spearheaded a social media campaign that increased engagement by 37%, driving brand awareness and fostering community interaction across platforms.
 - Collaborated with cross-functional teams to redesign email marketing strategies, resulting in a 22% boost in open rates and enhancing customer retention.
 - Analyzed market trends and consumer feedback to contribute to a new product launch, leading to a 15% increase in quarterly sales.
- Marketing Intern at Salesforce, MA**
Apr 2023 - Apr 2025
 - Spearheaded a social media campaign that increased engagement by 28% over three months by leveraging targeted content strategies and analytical insights.
 - Collaborated with cross-functional teams to develop a market analysis report, identifying key trends and opportunities that informed strategic planning.
 - Enhanced email marketing efforts, achieving a 15% uptick in open rates through A/B testing and personalized content approaches.
 - Assisted in organizing two major virtual events that attracted over 500 participants each, contributing to lead generation and brand visibility.
 - Developed a competitive analysis framework, improving the team's ability to benchmark against industry peers and adapt swiftly to market dynamics.

CERTIFICATES

Digital Marketing Specialist Certificate
Dec 2023
Content Marketing Certification
May 2022

MEMBERSHIPS

American Marketing Association
Public Relations Society of America