

Juliet Penrod

penrodjuliet@gmail.com | julietpenrod.com | linkedin.com/in/juliet-penrod

EXPERIENCE

Marketing Coordinator Intern, Association for Educational Communications and Technology

September 2024 - PRESENT

Multichannel Marketing & Project Coordination: Manages content calendar and creates brand-consistent content for Instagram, FaceBook, LinkedIn, and X. Coordinates marketing strategies across the association for member engagement and outreach.

Data Analytics: Generates monthly social media/ marketing reports, analyzes metrics, identifies trends, and provides insights for optimization and improvement as necessary.

Digital Marketing Assistant, Yellow Jacket Digital Agency — Baldwin Wallace University

OCTOBER 2023 - PRESENT

Organic Social Media: Manages content calendar and creates brand-consistent content for Instagram, FaceBook, LinkedIn, TikTok and Twitter/X.

Collaboration and Communication: Meets regularly with clients, supervisor, and team.

Account Executive, Digital Marketing Center — Baldwin Wallace University

SEPTEMBER 2021 - MAY 2024

Client Training: Trains client representatives on implementing new strategies and tactics.

Management: Runs team and client meetings, manages a team of 2 other students, and is responsible for approving social content.

Digital Marketing Consulting: Develops research-based recommendations and related tools for the client team to implement.

Client-facing Communications: Presents to the client team on the project plan, audit findings, and strategic recommendations.

Inbound Marketing Strategy: Assists in implementing for a national B2B business.

SKILLS

Bilingual in Spanish & English

Strong Communication

Problem-Solving

Creative Thinker

Skilled Multitasker

TOOLS & APPS

R

Python

HubSpot

Semrush

Excel

Meta Business Suite

Basecamp

Asana

CERTIFICATIONS

Google Analytics

HubSpot Email Marketing

HubSpot Social Media Marketing

HubSpot Content Marketing

IACT Excel Expert

Piloting AI for Marketers

MARKETING AI

Chat GPT

Opus Clips

Content Marketing Intern, Hey Now! Media

MARCH 2023 - OCTOBER 2023

Email Marketing: Crafted compelling written and design email newsletters and e-blasts, driving open rates and click-through rates.

Design: Created visually appealing photos and graphics consistent with brand standards, effectively conveying messaging and maintaining a cohesive visual identity.

Diverse Client Portfolio: Assisted in the development & execution of marketing campaigns for clients in many industries including the restaurant, retail, real estate, car wash, and fitness industries.

Digital Marketing Manager, EasyAssessRX

FEBRUARY 2023 - MAY 2023

Startup Marketing: Worked as the solo marketer for tech startup. Lead and implemented marketing strategies and created processes for non-marketers to follow once my internship ended. Taught CEO about content marketing and digital presence best practices. Created process from absolute beginning of the product's life cycle.

Brand Standards: Developed a brand voice and clear brand standards, including color palette, fonts, and assisted in design of brand logo.

Process Creation & Execution: Established templates and content strategy guides to move company forward in their marketing endeavors and provide a seamless process to follow for future marketing efforts.

Social Media Launch: LinkedIn Company Page, Facebook Business Page and Instagram Business Account organic launch.

EDUCATION

Baldwin Wallace University, Berea, OH — *Master of Business Administration: Specializing in Business Analytics*

May 2024 - MAY 2025

Baldwin Wallace University, Berea, OH — *Bachelor of Arts Double Major: Digital Marketing & Spanish, Minor: Business Analytics*

AUGUST 2020 - MAY 2024

3.9 Cumulative GPA, Honors Program, Varsity Tennis Player

PROJECTS

Website Coding: Created website by hand Using HTML & CSS.

Client Presentation: Presented detailed SWOT analysis and comprehensive strategic marketing plan, along with sample client to managing partner and marketing director of a real-world business.

CAPSTONE Simulation: Participated in group and individual simulation of 5 key categories of multi-million dollar company. Research & Development, Marketing, Production, Finances, and Total Quality Management. Consistently delivered positive results in all analytics, including company stock price, revenue, and market share.

WEBSITE DEVELOPMENT

Wireframe Creation

Sitemap Creation

Written & Visual Content Development

Google Analytics Integration

LEADERSHIP

Director of Publicity: Spanish and LatinX Student Association

Treasurer: Spanish Club

Treasurer: Zeta Tau Alpha