

ELLA COFFIN

Boston, MA | 207-274-8541 | ellacoffin@gmail.com | [LinkedIn](#) | [Portfolio](#)

MBA graduate with hands-on marketing experience and certifications in campaign optimization and management. Proven track record of driving measurable growth across startup, agency, and higher education settings through data-driven strategies.

EDUCATION

Brandeis University - Waltham, MA 08/2024 - 05/2026
Candidate for Master of Business Administration, Concentration in Marketing

Bryant University - Smithfield, RI 08/2020 - 05/2024
Bachelor of Science in Digital Marketing: Minors in Communications and Literacy and Cultural Studies

WORK EXPERIENCE

Tangify - AI Marketing Intern Boston, MA
6/2025 - 8/2025

- Managed LinkedIn content strategy for a startup; growing CTR to 5% and impressions by 90%
- Optimized website SEO and messaging using keyword analysis and AI-assisted website building
- Identified and applied to PR awards, competitions, and events to expand brand awareness

Teacher's Assistant - Digital Marketing

Brandeis School of Business and Economics Boston, MA
8/2025 - 12/2025

- Led a course section on social media marketing techniques through lectures and workshops.
- Evaluated and graded projects focused on SEO, paid media, and social media.
- Organized, tracked, and planned content

Pinch Media

Marketing Coordinator Intern Remote Work
05/2023 - 08/2023

- Increased client engagement by 70% across YouTube, Instagram, and LinkedIn
- Optimized Google and Meta ad campaigns and paid search, improving CTR and conversions
- Produced influencer YouTube Campaigns that grew subscribers by 20% and views by 70%
- Executed email campaigns supporting customer acquisition

SKILLS & CERTIFICATIONS

Marketing Tools: Google Ads, Meta ads, Lovable AI, HubSpot, Canva, CapCut, Adobe Premiere Pro

Certifications: Google Ads Search and Measurement, HubSpot Email Marketing

Leadership: VP International Marketing Club (Brandeis University), VP of Academics and Public Relations (Delta Zeta)

PORTFOLIO (<https://ellacoffin.com/>)

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- A curated collection of brand and strategy, social media, and content creation work from internships and MBA coursework, including campaigns for Tangify and Pinch Media
 - Self-built through an AI website builder platform, Lovable.AI

Recommendations

"Ella took the reins on content and social media, keeping our voice active and authentic during a critical time. She's reliable, thoughtful, and a great asset to any fast-paced startup team."

- Manager at Tangify and AI expert

"Ella worked on multiple client projects, writing copy, crafting marketing materials, and strategically producing content. She was a pleasure to work with and will be an excellent addition to any marketing department."

- Ryan Geiger, Senior Creative Director at Pinch

Ella Coffin

Waltham, MA | 207-274-8541 | Ellacoffin@brandeis.edu | [LinkedIn](#) | [Portfolio](#)

SUMMARY

Expertise in campaign management, social media growth, retention, loyalty, and lead generation

EDUCATION

Brandeis University	Waltham, MA
Candidate for Master of Business Administration	08/2024 - 05/2026
<i>Concentration in Marketing</i>	
<i>Relevant Coursework:</i> Branding Strategy, Marketing Research, Marketing Management, Conversion Rate Optimization, Business Strategy, Finance, Project Management	
Bryant University	Smithfield, RI
Bachelor of Science in Digital Marketing	08/2020 - 05/2024
<i>Minors in Communications and Literacy and Cultural Studies</i>	

WORK EXPERIENCE

AI Marketing Intern - Tangify	Boston, MA
- Managed LinkedIn content strategy; increased impression by 90% and CTR by 5% - Generated leads through targeted messaging strategies and optimized content creation - Created photo and video content for social media, blog, and website - Identified PR opportunities to expand brand awareness and support long-term stakeholder relationships.	
Teacher’s Assistant - Digital Marketing - Brandeis School of Business and Economics	Boston, MA
- Primary point of contact for communications, providing guidance and support - Led a course section on marketing techniques through a lecture and workshop	
Freelance Marketing - Small Businesses	Freeport, ME
- Advised small businesses on personalized social media strategies and paid advertising - Increased engagement and conversions through videos and graphics (Canva and CapCut)	
Marketing Coordinator Intern - Pinch Media	Remote Work
- Increased client engagement by 70% across social media platforms (YouTube, Instagram, LinkedIn) - Optimized Google & Meta ad campaigns to improve CTR and conversions - Produced influencer YouTube campaigns increasing subscribers by 20% and views by 70% - Executed email campaigns to support customer acquisition - Experience developing marketing strategies across diverse industries including food & beverage, fashion, and gaming	

ACADEMIC PROJECT

Brandeis University	Waltham, MA
Market Research	1/2026 - 5/2026

- Led a team through a research product about rideshare app usage designing and distributing surveys, holding in-depth interviews, focus groups, and then analyzing the data and presenting recommendations.

SKILLS/ACTIVITIES

Marketing Tools: Google Ads, Meta ads, SEO, social media analytics, Loveable AI, HubSpot

Creative Tools: Adobe Premiere Pro, Canva, Capcut

Certifications: Google Ads Search and Measurement, HubSpot Email Marketing

Activities: VP International Marketing Club (Brandeis University), VP of Academics and Public Relations (Delta Zeta)

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Bryant University

Smithfield, RI

Bachelor of Science in Digital Marketing

08/2020 - 05/2024

Minors in Communications and Literacy and Cultural Studies

WORK EXPERIENCE

AI Marketing Intern - Tangify

Boston, MA

6/2025 - 8/2025

- Contributed to the development of the business and marketing strategy (1 year old start up)
- Managed LinkedIn content strategy; increased impression by 90% and CTR by 5%
- Generated leads through targeted messaging strategies and optimized content creation
- Optimized website SEO through hubspot and Loveable and targeted messaging to improve customer engagement aligned with the B2B audience's needs
- Identified PR opportunities to expand brand awareness and support long-term stakeholder relationships.

Teacher's Assistant - Digital Marketing - Brandeis School of Business and Economics

Boston, MA

8/2025 - 12/2025

- Primary point of contact for communications, providing guidance and support
- Led a course section on marketing techniques through a lecture and workshop

Freelance Marketing - Small Businesses

Freeport, ME

6/2024 - 08/2024

- Advised small businesses on personalized social media strategies and paid advertising
- Increased engagement and conversions through videos and graphics (Canva and CapCut)

Marketing Coordinator Intern - Pinch Media

Remote Work

05/2023 - 08/2023

- Increased client engagement by 70% across social media platforms (YouTube, Instagram, LinkedIn)
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ACADEMIC PROJECT

Brandeis University
Business Development

Waltham, MA

Simulation where I managed a virtual car dealership by analyzing market trends, tracking unit performance, and making data-driven ordering and inventory decisions to align supply with demand and optimize business performance. 1/2026 - 5/2026

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