

# Ella Coffin

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## SUMMARY

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Expertise in campaign management, social media growth, retention, loyalty, and strategic communications

## EDUCATION

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

*Concentration in Marketing*

*Relevant Coursework:* Branding Strategy, Marketing Research, Marketing Management, Conversion Rate Optimization, Business Strategy, Finance, Project Management

**Bryant University** **Smithfield, RI**  
**Bachelor of Science in Digital Marketing**

*Minors in Communications and Literacy and Cultural Studies* 08/2020 - 05/2024

## WORK EXPERIENCE

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**AI Marketing Intern - Tangify** **Boston, MA**

- Managed LinkedIn content strategy; Generated leads, relationship building, increased impression by 90% and CTR by 5%
- Optimized website SEO through hubspot and Loveable and targeted messaging to improve customer engagement aligned with the B2B audience's needs
- Identified and applied to PR awards, competitions, and industry events 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 08/2025 - 12/2025
- 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 6/2024 - 08/2024
- 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 05/2023 - 08/2023
- 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
- Gained experience working with a variety of brands, targeting larger audiences, writing ad copy, and storytelling.

## ACADEMIC PROJECT

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**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

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**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)