Chloe Tremblay

Marketing Coordinator | Marketing Intern

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PROFESSIONAL SUMMARY

Bilingual marketing coordinator with two years running email, social and event campaigns for a B2B software company in English and French. Comfortable in HubSpot, Canva and Google Analytics, and used to measuring every campaign against signups and pipeline.

EXPERIENCE & PROJECTS

Lachine Canal Software · Montreal, QC **Aug 2024 — Present**

Marketing Coordinator

- Build and send bilingual nurture emails in HubSpot to 18,000 contacts, testing subject lines and send times to lift click rate from 2.1% to 3.4%.
- Produced 10 webinars with product experts, handling promotion, registration pages and follow-up sequences that generated 140 sales-accepted leads.
- Manage LinkedIn Ads campaigns with a $6,000 monthly budget under the manager's guidance, pausing low performers weekly based on cost per lead.
- Rebuilt the consent capture on all forms to meet CASL rules, working with legal to document express consent for every new contact.

Mont-Royal Specialty Foods · Montreal, QC **May 2023 — Aug 2023**

Marketing Intern

- Created French and English social posts for three product launches, growing Instagram followers from 4,200 to 6,000 over the summer.
- Coordinated in-store tasting events at 12 grocery locations, tracking sell-through with the sales team.

Student consulting project

- Built a go-to-market plan for a local bike shop's repair subscription, including pricing tests and a launch email that brought in 40 sign-ups.

EDUCATION

BBA, Marketing **2024**

Université Sainte-Hélène

SKILLS

Technical: HubSpot, Email marketing, Google Analytics 4, LinkedIn Ads, Social media scheduling, Canva, Webinar production, Bilingual copywriting (English and French), Landing page building, CASL-compliant consent, Event coordination

Certifications: HubSpot Inbound Marketing Certification · Google Analytics Certification