

Mary An

marygan.com

linkedin.com/in/mary-an

PROFESSIONAL SUMMARY

Marketing Specialist with 5+ years of experience executing digital marketing campaigns, managing timelines, and coordinating cross-functional initiatives in healthcare and B2B environments. Skilled in supporting campaign launches, monitoring performance metrics, and optimizing workflows to ensure accurate, on-time delivery of marketing programs. Strong analytical mindset with experience using data to identify trends, improve campaign performance, and support operational efficiency.

RELATED EXPERIENCE

Marketing Specialist

August 2025 – Present

Nexxt Intelligence | inca – Remote

- Support monthly execution for product releases by planning and managing email communications, coordinating content development, approvals, and distribution across cross-functional teams.
- Collaborate with executive leadership, research, and customer success teams on a monthly basis to coordinate communications and deliverables across product releases and marketing initiatives.
- Track and analyze performance metrics across LinkedIn, YouTube, email campaigns, and website activity, using insights to optimize messaging and support data-driven decision-making.
- Develop written and visual content for monthly and ad-hoc email campaigns, driving over 200% growth in click-through engagement within 6 months, after assuming responsibility for campaign content creation.
- Coordinate logistics and communications for 10+ conferences, webinars, and events within 6 months, including preparation of marketing materials, presentation readiness, and cross-functional coordination.
- Maintain project plans and timelines for marketing initiatives, ensuring coordination across teams and on-time delivery of campaigns, product releases, and event communications.
- Support internal marketing initiatives by coordinating international shipping of promotional materials and merchandise while maintaining budget oversight and tracking expenses.
- Develop on-brand creative assets and mockups, including digital graphics, video visuals, and presentation templates that supports product marketing and campaign execution.
- Use CRM and project management tools including Zoho CRM (Salesforce-equivalent CRM) and Asana to coordinate workflows, manage timelines, and support marketing programs.
- Write and produce monthly product walkthrough videos by scripting, recording, and editing screen-based demonstrations, collaborating with leadership and customer success teams to ensure messaging accuracy and clarity.

Marketing & Communications Specialist

April 2023 – August 2025

Circle of Care – Sinai Health

- Coordinated monthly hybrid town halls averaging 90 staff attendees, partnering with leadership to plan messaging, develop presentations, and manage communications and logistics.
- Led communications and promotional strategy for quarterly fundraising campaigns and events reaching 4,000+ staff, supporting successful fundraising initiatives, including one campaign that exceeded its goal by over \$10,000.
- Led execution of integrated marketing and communications campaigns across email, social media, web, video, and advertising channels in a regulated, multi-stakeholder environment.
- Developed campaign plans and marketing briefs, translating organizational priorities into clear deliverables, timelines, and channel-specific assets to support program execution.
- Planned and delivered recurring segmented email campaigns (weekly, bi-weekly, and monthly), improving open rates by 22% year over year through refined segmentation and content personalization.
- Launched and scaled the organization's Instagram presence, establishing a repeatable content framework and growing the audience to 500+ followers within three months.
- Maintained a centralized campaign calendar to coordinate timelines and approvals across internal teams and external vendors, ensuring on-time delivery of marketing initiatives.
- Tracked and reported on performance metrics across email, web, and social channels using dashboards (Excel and Power BI), identifying trends and optimization opportunities to improve campaign effectiveness.

Marketing & Communications Coordinator

April 2022 – April 2023

Circle of Care – Sinai Health

- Supported execution of multi-channel marketing campaigns across email, web, social, and print, contributing to coordinated delivery of campaign and advertising assets.
- Wrote and edited marketing communications including monthly newsletters, press releases, and digital content, ensuring clarity and consistency across channels.
- Revitalized web and social content to improve campaign alignment and audience relevance, contributing to a 20% increase in overall online engagement within two months.
- Designed digital and print marketing materials tailored to campaign objectives and audience needs.
- Assisted with campaign planning and content development to support ongoing optimization and relevance across channels.

Marketing & Communications Assistant

April 2021 – April 2022

Circle of Care – Sinai Health

- Assisted in execution of internal and external marketing campaigns, supporting coordinated communications across email, web, social, and digital platforms.
- Drafted and updated communications for multiple audience groups, maintaining consistent messaging across channels.
- Analyzed social and web performance data to identify engagement trends and support data-informed campaign improvements.
- Developed accessible promotional materials in compliance with AODA standards, supporting inclusive and compliant communications initiatives.

Assignment Editor

October 2020 – July 2021

The **Annex Gleaner**

- Researched and developed editorial leads and story ideas based on audience interests, relevance, and newsworthiness.
- Assigned, managed, and edited content from a team of five contributors, overseeing workflows from pitch through publication.
- Edited and refined articles to ensure clarity, accuracy, and alignment with publication standards and editorial tone.

ADDITIONAL SKILLS

- **CRM & Email Marketing:** Zoho CRM (Salesforce-equivalent CRM), Mailchimp, and ContactMonkey
- **Campaign & Project Management:** Asana, Trello, Microsoft Planner, and Microsoft Office 365 (Teams, SharePoint, OneDrive)
- **Analytics & Reporting:** Google Analytics, Microsoft Excel (Pivot Tables, Dashboards, Power Query), Google Sheets, and Power BI
- **Digital Platforms & CMS:** WordPress, HTML/CSS, Drupal, and SquareSpace
- **Creative & Production Tools:** Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Audition, and Canva
- **Social & Publishing Tools:** Hootsuite and Sprout Social

EDUCATION

University of Toronto
Bachelor in Journalism

September 2017 – December 2020

References Available Upon Request