

SAMANTHA M. COOPER

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EDUCATION

UNIVERSITY OF OKLAHOMA

Bachelor of Business Administration

Major in International Business & Marketing; Minor in Spanish

Cumulative GPA: 3.55/4.0; Distinction, Dean's List 2021-2022

Relevant Coursework: Digital Marketing, Consumer Behavior, Marketing Strategy

Norman, OK

Aug 2019 - May 2023

WORK EXPERIENCE

INSIGHTSOFTWARE

Marketing Automation Specialist

Remote

Oct 2024 – Present

- Created and tested emails using Pardot templates; executed A/B and multivariate tests for optimization
- Built and managed dynamic audience segments, suppression lists, and Engagement Studio programs in Pardot
- Imported lists, managed tools, and supported integrations across Pardot, Salesforce, and ON24
- Owned lead routing rules and maintained automation workflows across the lead lifecycle (capture, qualification, handoff)
- Ensured database health through hygiene, normalization, and subscription management
- Documented marketing ops processes and recommended improvements to lead lifecycle efficiency
- Provided technical support and served as Marketing Operations representative in cross-functional initiatives

MINDMAX

Marketing Coordinator

Remote

Aug 2023 – Sep 2024

- Orchestrated and assisted in building strategic marketing campaigns that increased visibility and enrollments for various prestigious university clients across the U.S., targeting a diverse range of prospective students
- Leveraged Pardot and HubSpot marketing automation systems to create targeted broadcast and nurture sequence emails, while also performing marketing operations tasks to streamline and enhance active campaigns
- Performed QA and analyzed campaign performance across various platforms (email, Meta, Google, LinkedIn) to ensure accuracy and effectiveness
- Developed diverse content and creative assets tailored to client needs

DELIVEGI

Digital Marketing Intern

Seville, Spain - Hybrid

May 2023 – Jul 2023

- Optimized the company's social media presence on Instagram, Facebook, Twitter, TikTok, and LinkedIn
- Created social media content, a monthly newsletter, and marketing campaigns aimed at expanding DeliVegi's client base in both English and Spanish in Seville, Spain
- Utilized HubSpot, Canva, Mailchimp, and contributed to the app's backend development

ARVEST BANK

Marketing Intern

Norman, OK - Hybrid

Jan 2022 – May 2023

- Assisted in implementing innovative marketing strategies through large-scale email campaigns reaching over 200,000 recipients
- Generated monthly marketing reports and provided market research insights
- Created internal company newsletters and blog content
- Contributed to the revamp of the company's internal website

AMERICAN FIDELITY

Digital Marketing Intern

Oklahoma City, OK - Hybrid

Jun 2021 – Oct 2021

- Designed and created social media and blog content to educate clients on insurance opportunities
- Increased both company revenue and client understanding through effective digital marketing strategies
- Worked extensively with Salesforce Marketing Cloud, designing customized emails, and managing entire email campaigns
- Became proficient in testing websites and editing HTML

ADDITIONAL

Technical Skills: Microsoft Office Suite, Adobe Creative Suite, Canva, Monday.com, Teamwork, Wrike, Salesforce & Salesforce Marketing Cloud, Pardot, HubSpot, Mailchimp, WordPress, Google Analytics, Google Ads, Meta Ads Manager, LinkedIn Advertising, HTML and Email Coding

Certifications & Training: Hootsuite Platform & Social Marketing Certification, Google Analytics Certification, HubSpot Academy Content Marketing and SEO Certification

Languages: English and Spanish