

# Marilyn P. Clark

214-458-1350 | mpclark15@gmail.com | [www.marilynpclarkportfolio.com](http://www.marilynpclarkportfolio.com)

---

## MARKETING COORDINATOR & DIGITAL MARKETING SPECIALIST

Results-driven Marketing Coordinator with over 4 years of experience in developing and executing strategic marketing initiatives. Proven success in digital and general campaigns, mass email marketing, and communication strategies. Proficient in digital marketing tools, content creation, social media marketing, and website management, with a strong track record of delivering successful campaigns. Adept at collaborating with cross-functional teams to drive marketing efforts and exceed organizational goals.

---

## KEY COMPETENCIES

Digital Marketing  
Content Marketing  
Email Marketing

Writing  
Communication  
Marketing Campaigns

Microsoft Office Programs  
Event Marketing  
Project Management

---

## PROFESSIONAL EXPERIENCE

### Marketing Coordinator

May 2022 - Present

#### UT Southwestern Medical Center, Department of Orthopaedic Surgery

Developed and executed comprehensive marketing strategies to drive patient acquisition and enhance brand awareness for the Department of Orthopaedic Surgery. Managed digital marketing efforts, including social media campaigns, email marketing, and website content, resulting in high engagement and following. Collaborated with physicians and healthcare professionals to create compelling marketing materials and facilitated content shoots, organized educational events, and implemented SEO best practices to optimize online visibility.

### Digital Marketing Coordinator

Jan 2021 - April 2022

#### Equity Lifestyle Properties

Managed digital marketing initiatives for both real estate and hospitality divisions, enhancing property marketing through vendor collaboration and optimization of web listings and Google profiles. Implemented strategies to improve online reviews and customer experience while maintaining consistent information across online profiles using the Yext platform. Contributed to digital innovation as a member of the iLab web team subgroup, collaborating with cross-functional teams to strengthen business operations.

### Marketing Coordinator

May - Nov 2020

#### Wildcat Management

Managed social media channels, curated engaging content, and developed content calendars to align with marketing goals. Led marketing efforts to promote the West End neighborhood and increase brand awareness for Wildcat Management, collaborating with cross-functional teams to execute strategic initiatives.

---

## EDUCATION

### University of Alabama

Bachelor of Arts in Communication &  
Information Sciences, 2015-2019

BA in Communication  
Minor in Computing Tech and Applications  
- Marketing Internship at the YMCA  
- Member of the Delta Zeta Sorority

## CONTRACT & FREELANCE ROLES

### Social Media Specialist (Sept - Dec 2019)

The Bogle Agency

### Social Media Coordinator (Nov 2019 - March 2020)

Brynn Bagot Public Relations

### Social Media Manager (June 2019 - Aug 2021)

Saving the Date Events