

Brittany Woods – Marketing Resume

BRITTANY WOODS

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linkedin.com/in/[your-handle] | [portfolio link]

Marketing Coordinator with a B.S. in Marketing, COOP digital marketing training, and hands-on experience building a small business's website, social ads, and brand. Strong in Canva, Adobe Creative Cloud, and Excel-based data analysis.

Marketing Experience

Co-Owner & Marketing Lead | Bay Area Golden Cleaning Services | Bay Area, CA | [Month Year] – Present

- Built and launched a 9-page company website on Zoho Sites, including service, pricing, and quote-request pages
- Designed Instagram ad graphics and social content in Canva to attract local residential and commercial clients, generating [X] inquiries in [timeframe]
- Developed tiered service pricing and positioning to make offerings easy to compare and book
- Manage operations, hiring, and team communications for the cleaning staff

Digital Marketing Fellow, Client Project | Chewy Campaign, COOP Careers | [Month] 2024

- Led the Meta awareness strategy for a team client project for Chewy
- Analyzed raw campaign data in Excel (VLOOKUP, pivot tables) to surface audience and performance insights
- Built and presented a Canva deck of insights and recommendations that met all client KPIs

Digital Marketing Fellow, Capstone Project | Glow Well Cross-Channel Wellness Campaign | [Month Year]

- Coordinated a multi-platform seasonal campaign across Google Docs, Sheets, Calendar, and Slack, increasing team task completion speed by 30%
- Pitched seasonal campaign concepts for wellness audiences, 3 of which were executed, including an Easter campaign

- Created supporting campaign visuals with Google Gemini
- Analyzed performance data to recommend seasonal messaging for the target audience

Professional Experience

Assistant Property Manager | Mercy Housing, The Arlington | San Francisco, CA | September 2025 - Present

- Manage resident communications for 100+ units, including official notices, scheduling updates, and outreach
- Built Excel recertification trackers with formulas to calculate [rent and household income], and organized resident data and deadlines to improve accuracy and turnaround

Asset Management Analyst | Atrium Staffing | San Francisco, CA | September 2024 - May 2025

- Organized asset records across 21 counties in Excel, reducing reporting errors
- Maintained internal systems for 200+ records so the team had consistent access to accurate data

Administrative Office Manager | Atrium Staffing | San Francisco, CA | January 2024 - August 2024

- Designed 10+ presentations and visual materials in Adobe Creative Suite for internal teams and external partners
- Coordinated 15+ council and committee meetings, including scheduling, agendas, and action-item tracking

Front Desk Clerk | Pacific Coast Staffing | San Francisco, CA | January 2021 - July 2024

- Handled 25-30 daily inquiries and kept CRM records accurate and up to date
- Connected 100+ residents with resources matched to their individual needs

Education & Training

Digital Marketing Fellow | COOP Careers | Completed December 2024

- Selective 16-week digital marketing apprenticeship with about 200 hours of instruction

- Trained in SEO writing, SEM fundamentals, keyword research, media planning, KPI analysis, and presenting to stakeholders

B.S. Business Administration, Marketing Emphasis | San José State University, Lucas College of Business | 2022

Skills & Certifications

- **Design & content:** Canva, Adobe Creative Cloud, Google Gemini, Instagram
- **Web & tools:** Zoho Sites, Google Workspace, Microsoft Office 365, Slack
- **Data:** Excel (formulas and calculations, VLOOKUP, XLOOKUP, pivot tables), KPI analysis, keyword research
- **Certifications:** Social Media Copywriting (LinkedIn Learning); Google AI Essentials (Coursera); RealPage OneSite