

Mariolistin Kabasele

Marketing Coordinator | Digital Campaigns | CRM & Event Marketing

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PROFESSIONAL SUMMARY

Data-driven Marketing Professional with hands-on experience in digital marketing and CRM, specializing in email marketing and audience segmentation. Known for turning marketing data into actionable campaigns and coordinating projects effectively, delivering measurable engagement and improved campaign targeting across nonprofit, corporate, and customer-facing environments. Brings a blend of analytical insight and hands-on execution to your organization by improving marketing performance and customer engagement.

CORE SKILLS HubSpot CRM | Email Marketing | A/B Testing | Audience Segmentation | CRM Management | Campaign Reporting | Social Media Marketing | Content Creation | Canva | Google Analytics | Meta Business Suite | SEO Fundamentals | Event Planning | Vendor Management | Budget Administration | Cross-Functional Collaboration | Community Partnerships | French.

EDUCATION

B.S., Business Management & Communication | Western Governors University | Jan - 2026

CERTIFICATIONS

- Digital Marketing Certification | HubSpot Academy
- Strategic Thinking & Innovation Certificate | Western Governors University | Jan 2025

PROFESSIONAL EXPERIENCE

Marketing Intern | HubSpot Academy Program (Remote)

Jul 2025 – Dec 2025

- Improved campaign targeting and database organization by managing segmentation and tagging for a 5,000+ contact CRM database, supporting stronger audience targeting and list health
- Improved email campaign performance by conducting A/B tests on subject lines and calls to action, contributing to measurable increases in open and click-through rates
- Supported new product launches by collaborating with product marketing peers on go-to-market planning and content development, helping align campaign content with launch objectives
- Strengthened campaign decision-making by preparing weekly performance reports, translating campaign data into actionable recommendations for leadership

Kitchen Manager | Guaco Taco | Florida

Apr 2023 – May 2024

- Improved service efficiency in a high-volume environment by leading a 10-person kitchen team, improving order accuracy and reducing average ticket times
- Reduced food waste and strengthened cost control by implementing an inventory management system, improving oversight of food usage and inventory levels
- Improved team readiness and operational consistency by training and onboarding new employees on operating procedures, customer service, and compliance requirements

Marketing & Promotions Intern | Sing Inc. (Remote)

Sep 2022 – Dec 2022

- Increased audience engagement and brand visibility by executing multi-platform social media campaigns aligned with target audience interests
- Strengthened brand consistency across digital channels by creating audience-focused content while maintaining a consistent brand voice
- Supported marketing strategy by analyzing campaign performance metrics and presenting actionable recommendations to marketing leadership

Sales Specialist | Oriental Inc. | Democratic Republic of Congo

May 2020 – Dec 2020

- Consistently achieved sales goals by applying consultative selling techniques and strong product knowledge, meeting and exceeding monthly sales targets
- Strengthened customer retention by building long-term client relationships focused on trust, satisfaction, and repeat business

ADDITIONAL EXPERIENCE

Event Coordinator (Volunteer) | New Young Scholars Nonprofit | Seattle

Dec 2024 – Present

- Successfully supported the organization's annual fundraising gala for **100+ attendees** by coordinating event planning, logistics, and execution
- Maintained event costs and vendor relationships by **negotiating contracts and managing the event budget**, consistently delivering events on time and within scope

Amazon Mobile Response Team | Securitas

June 2024 – Present

- Deliver professional, customer-focused support while interacting with employees, visitors, clients, and cross-functional teams across Amazon facilities.
- Communicate clearly with site teams, management, and external partners to coordinate responses and resolve issues efficiently.
- Gather, document, and communicate detailed information through incident reports, supporting accurate recordkeeping and informed decision-making.
- Identify emerging issues, patterns, and operational risks through observation and attention to detail.
- Apply strong problem-solving and critical-thinking skills to assess situations and determine appropriate actions in fast-paced environments.
- Manage multiple priorities across different locations while maintaining organization, accuracy, and responsiveness.
- Represent Amazon and Securitas professionally while following established brand, service, and operational standards.