DEMO — FICTIONAL, SAMPLE CONTENT

Morgan Ellison

Marketing Coordinator–track · calendars, Tuesday Drop emails & event run-of-show

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TARGET
Marketing Coordinator
Northwind Digital Media
(fictional posting)

01 — SUMMARY

Marketing assistant who keeps small NYC teams on schedule — Instagram and the Tuesday Drop newsletter for a three-shop home-goods retailer, plus day-of run-of-show for neighborhood events. Clear writer, calm under a content calendar, happiest when the Sheet is honest and the send actually goes out. Aiming for Marketing Coordinator seats that need a steady hand more than a hype reel.

02 — EXPERIENCE

Marketing Assistant — Brightline Retail Group *(fictional employer)*
New York, NY · June 2023 – Present
In-house marketing for a fictional home-goods retailer — Brooklyn, LES, and an Industry City pop-up.

- Own the weekly content calendar for Instagram + the **Tuesday Drop** email: product picks from merchandising, captions/subject lines, approvals, schedule in Meta Business Suite and the ESP.
- QA promotional emails end-to-end (links, UTM stubs, alt text, mobile preview) before Tuesday sends; flag broken PDPs to the web vendor the same afternoon.
- Support 4–6 in-store / community events a year: vendor checklist, day-of run-of-show, photo handoff for next-day social.
- Built a Canva kit (story frames, price tags, “now open” signs) so shop managers request localized graphics without a full redesign.
- Keep a campaign tracker in Google Sheets that the weekly marketing standup actually uses; triage the marketing inbox the same day.

Sales Associate — North Pier Outfitters *(fictional employer)*
Brooklyn waterfront · August 2021 – May 2023
Neighborhood outdoor / workwear shop — weekends loud, Mondays honest.

- Floor sales with plain-language fit and promotion talk for locals and tourists.
- Opened/closed register drawers on a cash-handling checklist; flagged discrepancies to the shift lead.
- Restocked high-velocity SKUs; kept fitting rooms shoppable through Saturday rushes.
- Shadow-trained 3 new hires on greeting script, POS basics, and closing tasks.

Editorial Intern — Campus Weekly News *(fictional student paper)*
Queens, NY · January 2021 – May 2021
Arts & nightlife shorts under editor review.

- Wrote campus-life and event previews to deadline; learned AP-style basics.
- Scheduled Instagram posts for issue drops; resized images and wrote fast-scroll captions.
- Assisted InDesign layout passes under the design editor.

03 — EDUCATION

B.A., Communications — Metro Atlantic College *(fictional)* · 2021
Media writing · intro to digital marketing · visual communication · staff writer, arts & nightlife desk

04 — SKILLS

Marketing ops: content calendars, email draft/QA, event run-of-show, basic UTM / campaign logging
Tools: Canva · Google Workspace · Excel · Meta Business Suite · Mailchimp-style ESP · Photoshop (crop/export)
Collaboration: Slack standups · shared drives · clean feedback loops with merchandising & shop managers

DEMO — fictional, sample content. Fictional job seeker and employers only. No invented performance metrics, testimonials, or client results.