Talia Wren

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My Key Qualifications

- **1 year of marketing coordination** at Every Man Jack, a direct-to-consumer brand, running campaign planning, asset coordination, calendar management, and recurring reporting.
- Coordinated **18 email, SMS, and paid social campaign launches**, with 17 of 18 shipped on schedule over the last 12 months.
- **GA4, Meta Ads Manager, Klaviyo, and Excel** used daily to pull recurring campaign reports, cutting reporting turnaround from 2 days to 1.
- Ran **A/B testing on email subject lines and offers**, lifting average click-through rate from 1.8% to 2.3% across 6 test sends.
- Subscription ecommerce exposure: university capstone test on a wellness retailer's **subscription landing page** raised simulated conversion from 2.9% to 3.6%.
- Maintains the **marketing calendar** and builds campaign briefs with design, copy, and ecommerce partners, plus hands-on **Shopify** and Asana.

Experience

Marketing Coordinator — **Every Man Jack**, direct-to-consumer personal care brand

Oct 2025 – Present · 1 yr 1 mo

- Coordinated 18 email, SMS, and paid social campaign launches across product drops and promotional periods, with 17 of 18 launching on schedule over the last 12 months by maintaining timelines, routing approvals, and tracking asset handoffs across internal and external partners.
- Built weekly performance reports for retention and acquisition campaigns, standardizing Excel templates and pulling recurring metrics from Google Analytics 4, Meta Ads Manager, and Klaviyo, which cut reporting turnaround from 2 business days to 1.
- Supported A/B testing on email subject lines and promotional offers, documenting test setups, QAing audiences, and summarizing results for senior marketers; average email click-through rate improved from 1.8% to 2.3% across 6 test sends.

Education

- **Texas State University** — Bachelor of Business Administration in Marketing · 2021 – 2025 · Relevant coursework: Digital Marketing Analytics, Consumer Behavior, Marketing Research, Social Media Strategy, Ecommerce Marketing

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Projects

- **Subscription Landing Page Test**
  Built and analyzed an A/B test plan for a local wellness retailer's subscription landing page and checkout messaging, using GA4 and Excel. Raised simulated conversion rate from 2.9% to 3.6% in the project test dataset.
  Tech: Google Analytics 4, Excel, Shopify, Looker Studio
- **Campus Rec Email Engagement Review**
  Analyzed newsletter campaign performance for a campus recreation office and proposed audience and subject-line changes for student retention messaging. Recommendations improved average open rate by 6 percentage points across a 4-send pilot.
  Tech: Mailchimp, Excel, Canva

Skills

- **Campaign Platforms & Analytics:** Klaviyo, Meta Ads Manager, Google Analytics 4, Excel
- **Marketing Methods & Channels:** Email Marketing, Paid Social, SMS Marketing, A/B Testing, Campaign Coordination
- **Ecommerce & Project Tools:** Shopify, Looker Studio, Asana, Mailchimp