

# COCO ESSER

## CONTACT

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ATLANTA, GA

 @cocoesser

## EXPERIENCE

### MARKETING EVENT SPECIALIST

ONETRUST | ATLANTA, GA  
MARCH 2019 - APRIL 2020

- Managed events for OneTrust Privacy, Vendorpedia, and Governance Risk Compliance offerings
- Collaborated with marketing and sales teams to develop campaign strategies
- Coordinated logistics for over 100 trade shows on annual budget of \$1.5 million
- Generated over 2,000 qualified leads per quarter from events
- Executed on-site team training, set lead goals, and analyze post event results in Salesforce
- Researched and executed market-specific events contributing to OneTrust being named a Leader in the 2019 Gartner Magic Quadrant for IT Vendor Risk Management Tools

### PARTNER MARKETING COORDINATOR

GUILDQUALITY | ATLANTA, GA  
JANUARY 2017 - MARCH 2019

- Collaborated with business development, sales, and marketing teams to develop campaigns that drove quality leads to sales pipeline
- Managed relationships with 30 Partners, developed co-marketing campaigns
- Developed email marketing campaigns for 15 partnerships with over 60K recipients using MailChimp and Pardot
- Lead Service Excellence Awards with 20 active partner programs, generating 3,000 qualified leads and \$50K annually
- Contracted and executed events increasing ROI by 116% since 2017
- Designed marketing materials for events, webpages, social, email, print, and video
- Distributed qualified leads to sales via Salesforce

### MARKETING ASSISTANT

GUILDQUALITY | ATLANTA, GA  
JUNE 2016- JANUARY 2017

- Created social media campaign strategy increasing followers by 45% across Instagram, Facebook and Twitter
- Implemented "Welcome Kits" for new members, shipping 50-60 per month
- Coordinated internal and external events, including trade shows, partner meetings, and company socials

### ADMISSIONS COUNSELOR

GEORGIA COLLEGE | MILLEDGEVILLE, GA  
MAY 2015 - JUNE 2016

- Recruited and counseled prospective students on their college decision
- Individually managed a geographical territory of 35 Georgia counties and six states
- Actively engaged prospective students through social media campaigns on Instagram, Twitter, and Facebook, increasing followers by 65%

## EDUCATION

BACHELOR OF ARTS, MAJOR IN MASS COMMUNICATION  
CONCENTRATION IN ADVERTISING AND PUBLIC RELATIONS  
MINOR IN ART HISTORY  
GEORGIA COLLEGE | 2014

## SKILLS

- Salesforce
- Project Management
- Social Media
- Wordpress
- Email Marketing
- Adobe Creative Suite
- MailChimp
- Marketing Automation
- Microsoft Office Suite