

AUDREY BRAUN

Weston, CT • (203) 505-7558 • audbraun@umich.edu

<https://www.linkedin.com/in/audrey-braun/> • <https://audbraun.journoportfolio.com/>

ABOUT ME

Young Sales & Product Marketing professional with strong marketing-oriented analytical skills and vision. I help product teams enhance their efficiency by building data-driven marketing strategies that leverage existing components and resources.

EDUCATION

University of Michigan, Ann Arbor, MI

Bachelor of Arts, Major in Communications and Media

2023

GPA 3.7/4.0

The Ross School of Business, Ann Arbor, MI

GPA 3.9/4.0

Sales and Marketing Certification

WORK EXPERIENCE

Nutshell CRM, Ann Arbor, MI

December 2021-December 2022

Growth Intern

- Conducted customer and competitor research
- Researched, identified, and pursued public appearance opportunities for members of Nutshell's leadership team
- Used SEO tools and basic HTML to create strong blog posts for inbound lead generation
- Collected and analyzed users' behavioral data using Google Analytics (UA)
- Shadowed sales team to develop understanding of CRM software sales process
- Created vectors, hero images, and other miscellaneous graphics using Adobe Illustrator, Photoshop, and Lightroom

VanEck, New York, NY

June 2022-November 2022

Digital Marketing Intern

- Led and coordinated cohort's intern project across multiple departments using Agile Scrum methodology
- Launched Digital Assets Alpha Fund page and Insurance Center page using pattern library
- Built short-form and long-form blog pages using Episerver/Optimizely
- Distributed daily global content via email using Adobe Marketo
- Performed in-depth competitor analysis and component gap analysis to identify areas of opportunity and improvement
- Developed, pitched, and implemented a comprehensive marketing and data restructuring plan

Incline Gaming Marketing Inc., San Francisco, CA

February 2022-May 2022

Marketing and User Acquisition Analyst

- Performed UX/UI deep dives for client's mobile, tablet, and web platforms
- Used Google Analytics (UA) to track user flows and behavior
- Pitched product recommendations
- Workshopped solutions and optimization techniques to implement for client's acquisition strategy
- Performed A/B testing on creatives and promotions to determine effective advertising practices on Facebook and Google

Snackpass, New Haven, CT; Ann Arbor, MI

October 2017-April 2022

Campus Ambassador

- Promoted Snackpass app and service via social media and planned on-campus events
- Marketed to student groups and local restaurants
- Tracked social media campaign performance to enhance future campaigns and learn best practices
- Built social media marketing strategy that yielded 700+ referred new users across two campuses
- Created promotional materials using Adobe InDesign and Canva

Ligo Inc., New Haven, CT

June 2020-October 2020

Growth Marketing Manager

- Oversaw a team of 20+ brand ambassadors and marketing employees
- Reviewed and improved upon digital marketing strategies employed by the company
- Planned launch strategy for Ligo app on the App Store; garnered a 5.0-star rating with 100+ ratings in one week

Longshore Sailing School, Westport, CT

June 2017-August 2021

Senior Instructor

- Taught classes ranging from 10-22 students of all ages
- Helped train and manage new employees
- Managed maintenance team and ensured all vessels met company standards

SKILLS

- Strong problem solving, public speaking, leadership, and management skills
- Technical proficiency with CRM software, Google Workspace, Adobe Marketo, Adobe Creative Suite, Optimizely/EpiServer, Figma, Microsoft Office, Google Analytics, Jira, Trello/Asana, MOZ, SEMrush, and basic HTML