

# MARGARET LAWHORN

## MARKETING PROFESSIONAL

Burleson, Texas



## CURRENT POSITION

### Performance Marketing Account Manager

Tuff/Goodway Group | March 2025 - Present

- Serve as the primary point of contact, lead marketing strategist, and project manager for up to 16 client accounts
- Lead weekly status reporting meetings and quarterly planning sessions
- Create monthly and yearly budgets and channel allocation recommendations
- Identify upsell opportunities and develop proposal decks and SOWs

## SKILLS SUMMARY

Microsoft Suites	GA4
Google Suites	Triplewhale
Basecamp	Looker Studio
Hive	Tableau
Slack/Teams	Mailchimp
Monday.com	Constant Contact
Scoro	Active Campaign
HubSpot	Instantly
Wordpress	Social Media

## CORE COMPETENCIES

Account Management  
Project Management  
Marketing Strategies  
Growth Management  
Reporting & Analytics  
Business Processes  
Email Marketing  
People Management

## EDUCATIONAL HISTORY

University of Illinois UC

Bachelor's in Advertising | 2011 - 2014

GPA 3.7/4.0

James Scholar Honors, Deans List

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## PREVIOUS WORK EXPERIENCE

### Growth Manager

OBO | October 2023 - February 2025

- Project managed 6 marketing retainer clients and 7 HubSpot projects, which included consultation and implementation, HubSpot migration, optimization, and integrations
- Managed two full-time Consultants and one part-time SEO and Paid Ads Specialist
- Consulted on marketing strategies and implemented website optimizations, cold email campaigns, nurture series, blogs, newsletters, and more

### Marketing Project Manager

The Old State | September 2021 - October 2023

- Project managed up to 12 clients at once acting as client POC, scheduling meetings, assigning tasks, and keeping projects on time and on budget
- Collaborated on and presented new client playbooks containing persona research and marketing insights
- Managed internal and client email marketing and social media strategy

### AVP | Marketing Coordinator

ValueBank Texas | August 2020 - September 2021

- Designed print, digital, and video marketing materials using Adobe Suites
- Implemented multi-channel marketing campaigns across Google, social media, and email
- Maintained and updated the Wordpress website and social media platforms
- Ordered and tracked promotional inventory

FOR ADDITIONAL WORK EXPERIENCE, PLEASE VISIT MY LINKEDIN.