

# MARGARET LAWHORN

## MARKETING PROFESSIONAL



### SKILLS SUMMARY

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

### CORE COMPETENCIES

Project Management  
Marketing Strategies  
Business Processes  
Growth Management  
Email Marketing  
Writing/Editing  
Reporting & Analytics  
Social Media 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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### WORK EXPERIENCE

**Performance Marketing Account Manager**  
Tuff | March 2025 - Present

- Project manage 16 client accounts utilizing Monday.com and Slack to ensure tasks are completed correctly and on-time
- Aid in reporting and weekly client performance updates, pulling data from marketing platforms and dashboards such as Triplewhale and Tableau
- Consult on marketing strategies and optimizations across platforms

**Growth Manager**

OBO | October 2023 - February 2025

- Project manage 6 marketing retainer clients and 7 HubSpot projects, which include consultation and implementation, HubSpot migration, optimization, and integrations
- Manage one full-time Consultant and one part-time SEO and Paid Ads Specialist
- Consult on marketing strategies and implement website optimizations, cold email campaigns, nurture series, blogs, newsletters, and more
- Develop unique HubSpot strategies based on unique business processes

**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

FOR ADDITIONAL WORK EXPERIENCE, PLEASE VISIT MY LINKEDIN.