

## CONTACT

**Asa Bloom**

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## ABOUT

I am a Marketing Coordinator with nearly five years of experience developing brand strategy, executing multi-channel campaigns, and managing projects from concept to completion. In my current role, I create branded content, coordinate events and activations, build campaign workflows in HubSpot, and use performance data to inform strategy and optimize outcomes. I thrive in fast-paced, collaborative environments and bring a mix of creative thinking and execution-focused discipline to every project I touch.

## EXPERIENCE

## TITLE

**Strategic Maintenance  
Solutions**

*Feb 2021- Present*

**Marketing Coordinator**

Developed brand guide for SMS marketing and created branded collateral and digital assets. Managed event production, content creation, and community engagement initiatives. Coordinated trade show presence including booth design and on-site activation. Built content calendars and ran campaigns as well. Leveraged HubSpot to automate marketing campaigns, and track engagement metrics.

**REI**

*Aug 2020-Feb 2021*

**Retail Sales &  
Visual Merchandising**

Curated visual merchandising strategies such as table displays, product and gear styling, seasonal merchandising changes while driving retail sales, working as a floor salesman, maintaining customer engagement, and doing product education.

## EDUCATION

## INTERESTS

## SKILLS

**Seton Hall University**  
*South Orange, NJ*

- Graduated Summa Cum Laude | May 2020 | 3.8 GPA
- NCAA Division I Cross Country Team Captain

- Content Creation
- AI in Marketing
- Competitive Running / 2026 NYC Marathon

- Adobe Creative Suite/ Canva
- Campaign Development & Execution
- Brand Strategy
- Digital Advertising & Paid Media
- HubSpot (CRM, Email Automation & Analytics)
- Monday.com

# Asa Bloom