Hilary Valentine

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SUMMARY

Innovative marketing specialist with a strong background in coordinating promotional events and creating engaging content. Known for optimizing marketing campaigns and ensuring seamless event execution, ready to contribute to enhanced brand presence and customer loyalty.

SKILLS

- Event coordination
- Budget management
- Marketing strategy and digital marketing
- Social media management
- CRM and website management
- Email marketing and newsletters
- Adobe Creative Suite
- Microsoft Office Suite

EXPERIENCE

Marketing Coordinator, Ecolab (previously known as Purolite), May 2019-November 2025
King of Prussia, PA

- Coordinated logistics for trade shows, ensuring timely setup and breakdown.
- Collaborated with vendors to secure materials and services for events.
- Managed event schedules, aligning all activities with strategic goals.
- Oversaw on-site staff, directing activities and resolving any issues promptly.
- Conducted post-event evaluations to gather feedback for future improvements.
- Optimized on-page website elements including meta tags and content structure.

Marketing Support Coordinator, Penn Emblem Company, June 2016-March 2019
Philadelphia, PA

- Coordinated marketing materials for promotional campaigns and product launches.
- Assisted in managing social media accounts to engage with customers.
- Collaborated with design team to create visuals for advertisements and brochures.
- Organized events and trade shows, facilitating logistics and vendor communication.
- Supported sales team with data entry and preparation of presentations.
- Monitored industry trends to inform marketing strategies and tactics.
- Developed and implemented marketing campaigns to increase brand awareness.
- Created content for websites, blogs, press releases, newsletters.

EDUCATION AND TRAINING

Bachelor of Arts
English , Temple University, Philadelphia, PA December 2016