

MARIE GAUTHIER *she/her*

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PROFESSIONAL EXPERIENCE

SENIOR MARKETING PROJECT MANAGER

Pioneer Valley Books, Northampton, MA | December 2018 – December 2025

Progressive roles: Marketing Projects Specialist → Marketing Project Editor → Senior Marketing Project Manager

- Built and maintained cross-channel content calendar across Instagram, Facebook, LinkedIn, and YouTube; grew audience engagement through strategic content planning, platform-specific formatting, and performance tracking
- Developed and executed comprehensive email marketing strategies across MailChimp, HubSpot, and Constant Contact, including newsletters, promotional campaigns, and automated workflows
- Designed and managed automated email journeys and segmentation strategies to deliver targeted communications to distinct audience groups
- Increased digital engagement metrics by 40% through audience segmentation, A/B testing, and data-driven optimization
- Coordinated cross-functional teams to manage content pipelines from concept through delivery, ensuring brand consistency and quality
- Wrote and edited email and digital communications copy, maintaining consistent brand voice across audiences and channels
- Trained team members on platform capabilities and digital content best practices

DIRECTOR OF SALES & MARKETING

Tupelo Press, North Adams, MA | June 2009 – November 2018

- Developed integrated digital marketing campaigns for 10–14 titles annually across email, social media, and print channels
- Planned and executed communications for author events and speaking engagements, including invitations, promotional materials, and participant communications

- Built strategic partnerships with authors, donors, and institutional partners, expanding organizational reach
- Wrote donor communications, including appeals and campaign narratives, that deepened constituent relationships and drove growth in independent sales
- Secured national publication coverage through media outreach and relationship management

GENERAL MANAGER/ADULT BUYER

Jeffery Amherst Bookshop, Amherst, MA | August 1998 – November 2008

- Managed daily operations including staff supervision, financial reporting, and inventory analysis
 - Built community partnerships through monthly programming and cross-promotional initiatives with educational and cultural organizations
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CIVIC & COMMUNITY LEADERSHIP

CO-PRESIDENT, League of Women Voters of Massachusetts | 2023–2025

FOUNDING PRESIDENT, League of Women Voters of Franklin County |
2017–Present

- Spearheaded public education and civic engagement campaigns on voting rights, reproductive access, and legislative policy at state and local levels
- Led strategic communications and coordinated programming with diverse community stakeholders and partner organizations

PROGRAM CURATOR, Collected Poets Series | 2010–2020

- Managed operations, budget, and digital communications for monthly literary series; secured grant funding and maintained compliance and financial reporting
- Maintained databases of contributors, audience members, and community partner

PRESIDENT, Mohawk Trail Music Association | 2020–Present

- Oversee fundraising, annual budget, and grant processes for rural music education programs

TECHNICAL SKILLS

- **Email Marketing & CRM:** MailChimp, Constant Contact, HubSpot
 - **Digital & Analytics:** WordPress, Google Analytics, Shopify
 - **Creative Tools:** Canva, Google Slides/Powerpoint
 - **Project Management:** Google Workspace, Microsoft 365, Monday, Trello, Slack
 - **Data & Reporting:** A/B testing, audience segmentation, performance tracking, ROI analysis
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EDUCATION

University of Massachusetts Amherst, University Without Walls — B.A.,
Interdisciplinary Studies (*expected Spring 2028*)

Greenfield Community College — A.A., Liberal Arts

Framingham State University — Liberal Arts Studies, 2 years completed