
Kathleen Haddad

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Hubbardston, MA

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EXPERIENCE

Marketing Coordinator

Quality Cleans LLC, Gardner, MA & Peterborough, NH

October 2025 – Present

- Serve as the sole marketing and branding lead, owning marketing strategy and execution across all company initiatives
 - Lead full company rebrand, including brand identity development and cohesive rollout across digital and print channels
 - Develop and maintain all branded marketing assets, ensuring consistency across customer touchpoints
 - Manage digital marketing presence across website and social media platforms while executing field marketing to support client acquisition
 - Partner with business leadership to align marketing efforts with operational goals and business growth
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Marketing Coordinator (Intern)

Bentley University – Office of Sustainability, Waltham, MA

October 2024 – May 2025

- Led social media content strategy across platforms to drive campus engagement
 - Coordinated 10+ community engagement initiatives reaching 1,000+ students and community members
 - Supported marketing for major sustainability campaigns and events, including Earth Month and Falcons Finding Food
 - Managed website updates and digital content using a content management system
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Store Manager

A Thyme and A Place, Hubbardston, MA

August 2020 – Present

- Manage daily retail operations with up to \$20,000 in daily revenue
 - Oversee pricing strategy, inventory management, merchandising, and financial documentation
 - Deliver high-quality customer service for 100+ customers daily, fostering repeat business
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EDUCATION

Bentley University, Waltham, MA

Bachelor of Science in Business, Creative Industries

Minor: Sociology

Honors: President's List (Fall 2024, Spring 2025); Dean's List (Spring 2024)

Relevant Coursework: Digital Public Relations; Fundamentals of Design; Web Design & Information Architecture; Marketing-Operations Fundamentals

SKILLS

Marketing & Strategy: Brand development, rebranding, social media strategy, content marketing, campaign execution, field marketing

Creative: Graphic design, photography, videography, visual branding, UX-informed layouts

Digital & Web: Website content management, SEO fundamentals, Google Business Profile optimization

Tools: Canva, WordPress, Wix, GoDaddy, Beaver Builder, Microsoft Office, Drupal, Figma

Additional: AI prompting, analytics-aware content optimization
