

# MARCELLA BINGHAM

## Marketing Project Coordinator | Marketing Operations & Creative Project Coordination

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### PROFESSIONAL SUMMARY

Marketing and project coordination professional with 7+ years across marketing, branding, communications, and creative execution in biotech, diagnostics, healthcare, education, and small-business environments. Combines project-management training with a graphic-design foundation to keep timelines, stakeholders, approvals, and deliverables organized from planning through completion. Fluent in English, Portuguese, and Spanish.

### CORE COMPETENCIES

- Project coordination · timelines, documentation, approvals, status tracking
- Campaign execution across email, social, web, print, and events
- Cross-functional collaboration with marketing, sales, operations, and scientific teams
- Brand messaging, content development, sales enablement, and presentation design
- Technical and scientific content translated into clear customer-facing communication

### PROFESSIONAL EXPERIENCE

#### Marketing and Brand Consultant

Feb 2025 – Present

MBingham Design and Marketing — San Diego, CA · Remote

- Coordinate branding, marketing, content, and website projects from planning through delivery for clients in education, entertainment, healthcare, and small business.
- Manage client communication, priorities, schedules, and deliverables across concurrent engagements.
- Develop brand messaging, campaign materials, presentations, and digital content.
- Use AI-supported tools to improve research, planning, content development, and workflow efficiency.

#### Marketing, Administrative, and Sales Support

2024 – 2025

CTK Biotech — San Diego, CA

- Supported marketing and sales activities for a diagnostics and life-sciences manufacturer serving domestic and international customers.
- Coordinated marketing materials, product information, communications, and administrative workflows.
- Assisted with CRM records, sales reporting, presentations, events, and cross-functional requests.
- Translated technical and scientific information into clear customer-facing communication.

#### Marketing and Brand Consultant (Independent)

2016 – 2024

MBingham Design and Marketing — San Diego, CA · Remote

- Coordinated brand, campaign, event, and website projects end to end for biotech, city, nonprofit, and small-business clients.
- Managed client schedules, budgets, vendors, and approvals against fixed print, install, and public-event deadlines.
- Clients and programs included Nabsys (OhmX), SGI-DNA, City of Coronado, and community organizations.

#### Marketing Coordinator

2015 – 2016

Microstem, Inc. — San Diego, CA

- Coordinated brand development, content, digital marketing, presentations, and launch materials for a regenerative-medicine startup.
- Supported website, social media, outreach, and business-development initiatives.

### SELECTED PROJECT EXPERIENCE

- Nabsys / OhmX — coordinated positioning, identity, and launch assets for the OhmX electronic genome mapping platform across engineering, leadership, and outside production partners.
- City of Coronado & Coronado Island Film Festival — campaign materials, signage, and promotional assets delivered against fixed public-event dates.
- SGI-DNA — trade-show and event deliverables through technical review and production deadlines.
- Mangoes Boutique — brand identity, product presentation, and campaign system for a handmade jewelry and clothing label.

### TOOLS AND PLATFORMS

Asana · Trello · Salesforce · HubSpot · Mailchimp · Constant Contact · Google Analytics · Google Workspace · Microsoft Office · Adobe Photoshop, Illustrator, InDesign · Canva · Amazon Seller Central · ChatGPT · Claude · Adobe Firefly · Lovable AI

### EDUCATION AND CREDENTIALS

- Project Management Certificate — UC San Diego Extended Studies
- Content Marketing Certificate — UC San Diego Extended Studies
- Associate Degree, Graphic Design — San Diego City College (graduated with honors)
- Languages: English, Portuguese, Spanish