

SENIOR MANAGER, DIGITAL MARKETING

Summary

Experienced digital marketer equal parts analytical and creative thinker with a passion for disruptive technologies, data, and storytelling. Six years of experience with retail market leaders in CRM, email marketing, mobile marketing, social media, analytics, and digital advertising. Open and clear communicator with demonstrated abilities to setting a strategic vision with disciplined execution.

Experience

Senior Manager, Digital Marketing 09/2017 to Current Company Name City , State

- Responsible for creating and executing monthly retail calendar including product, promotional, and marketing strategies to meet sales plans and drive growth
- Lead the development and ongoing optimization of channel strategies including email marketing, mobile marketing, paid media, and social media to increase customer engagement and LTV
- Own customer and site level analytics working cross-functionally to optimize channel performance, as well as, inform product development, content creation and customer acquisition strategies
- Plan and manage budgets in excess of \$5M that drive incremental ROI against business objectives
- Manage, mentor and develop a social media coordinator to drive engagement, follower growth, and site traffic

Digital Marketing Manager, Customer Retention 07/2016 to 09/2017 Company Name City , State

- Created Customer Lifecycle Program generating a \$256K annual lift amongst Active and At Risk customers
- Won back Lapsed customers through targeted promotional messaging at a 18% conversion rate
- Piloted social advertising segmentation strategy driving a positive lift at a 551% Return on Ad Spend (ROAS)
- Overhauled affiliate strategy increasing ROAS 26%, revenue 4%, and brand mentions 480%

Online Marketing Specialist 07/2015 to 07/2016 Company Name City , State

- Created over 400 US online marketing activities annually increasing related selling 21% YOY and 38% to plan
- Analyzed and optimized traffic across all online channels on a weekly basis
- Managed SEM budget to drive traffic and conversion based on forecasted selling
- Launched and led affiliate advertising pilot with 35% revenue growth
- Acquired over 35K emails per week through advertising, and in-store SMS program

Global Digital Advertising & Analytics Coordinator 07/2012 to 07/2015 Company Name City , State

- Identified key drivers of brand health using Boolean data logic via social listening analytics software
- Increased brand mentions on social media 45% through brand ambassador programs
- Awarded top mobile advertising campaigns of 2015 by Mobile Marketer for virtual eyewear try on
- Planned digital, mobile, and social advertising exceeding time spent and CTR industry benchmarks 300%

Education and Training

Bachelor of Science : Business Administration 2012 University of Southern California City , State Concentrations in Marketing and Entrepreneurship

Skills

- Analytics Software: Google Analytics, Omniture, Looker, Adobe Social, Netbase, Simon Data
- Email Service Provider: Bronto, Apsis