

SENIOR MARKETING MANAGER

Executive Profile

Savvy Marketer with over 12 years of experience helping sales teams fill their funnel with high quality leads. My ability to take a growth hacking approach to lead generation has helped me lead teams to exceed objectives within every aspect of the customer lifecycle. My passion for marketing is centered around customer acquisition, brand awareness and nurturing growth through business development & strategic partnerships.

Skill Highlights

- Partner Marketing
- Paid Social
- eCommerce
- Paid Search
- Email Marketing
- Branding
- Analytics
- B2B & B2C
- CRO
- Content Marketing
- Lead Generation
- SEO

Core Accomplishments

Senior Marketing Manager

- Developed Customer Segmentation Persona's by leveraging historic sales data.
- Grew Online Subscriptions 30%, while revenue grew 43% (Q1 & Q2 vs. Q3 & Q4)

Professional Experience

Senior Marketing Manager May 2016 to Current

Company Name 1/4 City, State

- Improved Organic Traffic by over 40% by applying best practices & launching Content Marketing strategies
- Grew Online Subscriptions 50%, while revenue grew 43% (Q1 & Q2 vs. Q3 & Q4)
- Improved eMail Marketing open rates by 37%, and click through rates by 117% through A/B testing and established departmental best practices
- Grew OEM Partner Marketplace downloads by 4x by applying App Store Optimization best practices
- Developed Paid Search strategy that resulted in YOY MQL's Growth 2016 (Q3 330%, Q4 617%), and 2017 Q1 112%.

Digital Marketing Consultant Sep 2014 to Apr 2016

Company Name 1/4 City, State

- Discovered growth opportunities through data analytics and optimization
- Developed Program Roadmap for Clients Marketing Campaigns.
- Developed & Managed B2B Lead Generation Campaigns across multiple marketing channels
- Worked Closely with Clients marketing vendor on Re-launches and Optimization Implementation.

Digital Media Manager Oct 2008 to Aug 2014

Company Name 1/4 City, State

- Worked closely with Product, Sales & Marketing on all new Product Releases
- Managed a team of 9 Account Managers
- Decreased Advertiser churn rate by 37% through optimization best practices
- Developed Quarterly Strategic Plans to address Sales goals Managed and drove team to generate \$16 Million in Ad Revenue.

SEO Manager Sep 2007 to Jul 2008

Company Name 1/4 City, State

- Developed Digital Marketing Strategic Plan for Playphone & its Partners
- Generated over \$12 Million in Revenue (100k mobile subscribers)
- Partner revenue increased by 37%
- Managed Analytics for SEM, SEO & Mobile channel.

Campaign Manager Feb 2005 to Sep 2007

Company Name 1/4 City, State

- Manage In-House SEM Budget of \$5MM Annually.
- Developed A/B & Multivariate UX testing across SEM & SEO Channels.
- Managed over \$1M in Publisher Revenue.

SEO Associate Jun 2004 to Feb 2005

Company Name 1/4 City, State

- Developed & Executed Link Building Strategies.
- Increased DVD Movie Channel Traffic by 60%.

- Developed SEO Strategy to be applied to all editorial content.

Communications Intern Oct 2003 to May 2004

Company Name 1/4 City , State

- Content Marketing.
- Email Marketing
- Press Release Development.

Education

Masters of Business Administration 2015 Saint Mary's College of California 1/4 City , State

Bachelor of Science , Public Relations 2004 San Jose State University 1/4 City , State Public Relations

Skills

Marketing Automation, Strategic Partnership, Business Development, Analytics, Management