

DIGITAL MARKETING MANAGER

Summary

Creative manager with a proven record of driving revenue gains and brand awareness through digital marketing and social media. For example - increased website traffic an average 43% across 15 clients via email nurturing, social media campaigns, and strategic landing pages.

Highlights

Microsoft Office Suite; Adobe Creative Suite; IBM Marketing Cloud, Google Analytics, Act-On

Social Media: LinkedIn, Facebook, Twitter, Google+, Pinterest, Wordpress, Instagram, YouTube HTML, CSS, JavaScript, PHP, SEO, Keywords

Experience

Digital Marketing Manager

November 2016 to Current Company Name i¼ City , State

- Acquired to strategize, build, and manage cross-channel marketing campaigns to enhance client's retention and growth, as well as internal lead generation.
- Develop and monitor end-to-end digital marketing campaigns using the integrated IBM Marketing Cloud automation platform.
- Build strategic microsites, landing pages, and automated email programs utilizing customized datasets based on each client's target audience and/or current client base.

Data Analyst

February 2016 to November 2016 Company Name i¼ City , State

- Hired to manage and strategize target market data structuring and reporting for all clients around the world, current and prospective, to enhance their lead generation platform.
- Configured custom data sets of 10,000 to 20 million records, and detailed analytical reports utilizing MySQL and the Social123 virtual platform.

Data Director/Digital Strategist

November 2014 to October 2015 Company Name i¼ City , State

- Initially hired to manage email nurturing and LinkedIn marketing campaigns for seven clients of various industries and target markets.
- Quickly introduced strategic management to data structuring for new and prospective clients to enhance lead generation.
- Managed data budget of \$500,000 over all sources to enhance target market for 80 clients through email nurturing and digital marketing campaigns.
- Increased lead generation and ROI through targeted email campaigns, including \$10,000 of added contracts in one month for one client.
- Grew LinkedIn connections by engaging likeminded groups and target audience, building a strong industry network, and distributing valuable content.
- Partnered with Act-On to improve interface efficiency and productivity.
- Produced custom graphic materials (Photoshop) and landing pages (HTML & Vidyard) to increase brand recognition, open rates, and clickthrough responses.
- Developed strategic reporting platform in Microsoft Excel to closely monitor cumulative information from Google Analytics and Act-On Dashboard.

Administrator

February 2011 to November 2014 Company Name i¼ City , State

- Recruited as human resources advisor and technology expert.
- Challenged to create consistent, modernized reporting and operations for 25 hotels around the country.
- Improved annual budgeting for all properties by developing comprehensive formulas and strategies within Microsoft Excel.
- Created distinct brand strategies with grand opening events and charitable donations, through the use of print ads, website updates, and digital campaigns.
- Enhanced hotel productivity through implementation of upgraded computers, PMS software, and IP credit card processors.

Marketing Specialist

October 2010 to January 2011 Company Name i¼ City , State

- Acquired to assist the business development operations by managing design of catalogs, websites, social media channels, product photography, and tradeshow presence.
- Established a new public image for the product line and developed catalogs, e-commerce website, advertisements, fliers, newsletters, and internal press releases.
- Enhanced tradeshow presence and brand awareness by designing custom booth graphics and organizing charitable marketing relations.
- Increased YouTube subscribers by 20% with website clickthroughs and social media sharing.

Marketing Specialist & Senior Account Manager

November 2006 to September 2010 Company Name i¼ City , State

- Initially hired to create graphic projects and build websites for local businesses, before quickly being promoted to a managerial role overseeing the marketing and sales operations.
- Developed brand identity for internal divisions and area businesses, produced tailored websites, digital advertisements, press releases, email

campaigns, and SEO and content management.

- Increased annual revenue by 40% through development of custom integrated e-commerce site, tradeshow attendance, and outsourced services to local ad agencies, thus transforming the marketing department from a cost center to a revenue producer.
- Improved efficiency by as much as 300% after reengineering processes, writing detailed manuals for clients, and retraining team members.
- Finished project months ahead of schedule as a result.
- Generated partnerships with AmericInn International and US Navy/Air Force Gateway.
- Reformed target outreach with first processes of social media campaigns via YouTube and Twitter, recording and photographing product uses.
- Designed custom interface for hotel franchises to increase property and brand awareness.

Education

Bachelor of Arts : Graphic and Web Design , 2006 Upper Iowa University Graphic and Web Design 3.8 graduated 'Cum Laude'

Personal Information

Hard-working, reliable, dedicated, adaptable, creative, innovative, technologically savvy, and quick to learn new skills. Learn more at <https://www.linkedin.com/in/teralynmyers>.

Skills

Adobe Creative Suite, Photoshop, ad, advertisements, ads, Air Force, automation, brand identity, budgeting, budget, business development, catalogs, content, content management, contracts, Creative Writing, credit, CSS, client, clients, designing, e-commerce, email, Gateway, Google Analytics, Graphic Design, graphics, graphic, HTML, human resources, PHP, IBM, image, IP, JavaScript, managerial, managing, Marketing Strategy, marketing, market, marketing and sales, materials, Media Relations, Microsoft Excel, Microsoft Office Suite, MySQL, Navy, network, newsletters, organizing, Photography, press releases, processes, processors, producer, Project Management, recording, reengineering, reporting, strategic, strategic management, Web Programming, Website Development, website, websites

Additional Information

- Personal traits: Hard-working, reliable, dedicated, adaptable, creative, innovative, technologically savvy, and quick to learn new skills. Learn more at <https://www.linkedin.com/in/teralynmyers>.