

CONSULTANT

Executive Profile

Marketing Executive offering outstanding presentation, communication and cross-cultural team management skills. High-energy, results-oriented leader with an entrepreneurial attitude. Desires a high-level position in a professional corporate environment.

Skill Highlights

- Hubspot/SEO
- Marketo
- Google Analytics/PPC
- Wordpress
- Salesforce.com
- Project Management
- Basecamp
- JIRA
- MS Project
- Trello

Core Accomplishments

Project Management: Â

- Introduced SCRUM to marketing team, resulting in a 15% increase in productivity.
- Created a metrics-based reporting for marketing and sales teams to track all conversions.

Human Resources: Â

- Spearheaded a new-hire program which increased retention.

Operations Management: Â

- Initiated geo-local landing page PPC strategy, which resulted in a 35% lift in conversion within a million dollar per month budget.
- Handled all SEO strategies related to creating successful advertising for new dealer program and growing affiliate channel 44%.

Staff Development: Â

- Launched well-received refresher program of professional development courses for all staff.
- Created a self assessment and rubric for measuring growth.

Professional Experience

Consultant Jan 2015 to Jan 2016

Company Name - City , State

- Created new revenue streams via LinkedIn and Meetups. Generated new business through inbound lead generation campaign.
- Captured local market share with small business clients through a partnership referral program.

VP of Marketing Oct 2012 to Jan 2015

Company Name - City , State

- Spearheaded mega PPC campaign, resulting in a 53% increase in revenue year over year.
- Generated new business through SEO and PR campaigns.
- Created new revenue streams through cutting unnecessary expenditures of \$89,000.
- Held accountable for a daily goals of 150 systems, which were often exceeded.
- Improved customer experience via Website relaunch with mobile and Ecommerce implementation.
- Forecasted, trend analysis, lifecycle/product marketing, promotions, product testing, affiliate and customer base marketing.
- Trained sales pods on new product rollouts and provide rebuttals based on product knowledge and competitor intelligence.

Director of Marketing Jun 2011 to Sep 2012

Company Name - City , State

- Generated increased revenue of 45% by acquiring and upselling these clients: Codank Software, Checkpoint Technologies, Security Guard Exchange, Lowes, Mercedes Benz, Toyota, and Bank of America.
- Developed and directed strategy for launch of new viral campaign based entirely on a shoestring budget and yielded 1,500 participants.
- Instituted project management to allow clients to manage their campaigns effectively, increasing productivity by 15%.
- Coordinated corporate events for the Mayor Fox of Charlotte, CBI (non-profit) and other clients.
- Negotiated client contracts including: terms and conditions, pricing and services including customized, digital strategies to all clients.

CEO/Client Success Officer Jul 2006 to May 2011

Company Name - City , State

- Liaised with all clients to ensure 100% satisfaction including first call resolution (98% FCR).
- Conducted sales and implemented marketing plans and local PR strategies increasing our impressions by 200%.

- Designed and implemented digital marketing projects on time and on budget.
- Ensured monthly rent was paid on time and pursued any delinquent payments in a timely manner.

Director of Marketing Jun 2009 to Feb 2010

Company Name - City , State

- Executed hands-on Interactive-Digital, IT, Analytics, SEO, SEM, SMO, Vendor Relations, Analytics and leverage multi-million dollar budgets.
- Full redesign/rebrand and Ecomm implementation for Dental, Medical, Veterinary and Special Markets.
- Developed SEO friendly, Social Media enriched site for Henry Schein.
- Conducted usability, beta & multivariate testing for new site launch.

Interactive Consumer Marketing Manager Nov 2008 to Jun 2009

Company Name - City , State

- Developed and directed strategy for launch of new Optimum Auto product that became #1 in the market place for the next 11 months after launch.
- Solely drove online traffic through PPC and SEO resulting in \$4 million in Auto sales in only 3 months.
- Branded Optimum Homes campaign and launched with promotions, blog and multi-media to drive revenue by 60%.
- Executed hands-on SEO/SEM/PPC/SMO optimization of all large company sites, email campaigns and analytics for newsletters, Press Releases and Ad placement.

Education

Master's Degree of Arts , English, Business and Multicultural Education Stony Brook University - City , State GPA: GPA: 4.0

English, Business and Multicultural Education GPA: 4.0

Six Sigma Black Belt Certified , Project Management MSI

Bachelor's Degree , English Hofstra University - City , State

English

Languages

Fluent in French and Creole, Proficient in Spanish and Russian

Interests

Golf, volleyball, cooking, and boating.

Publications

Published: August 2009's Search Engine Strategies Magazine (SES) for article entitled, "SMS vs. WAP"

*Published: Front Page of June 2009's Search Engine Strategies Magazine (SES) for article entitled, "What is Web 3.0?" 2 page article on page 28

*Published: Front Page of May 2009's Search Engine Strategies Magazine (SES) for my article entitled, "Widget World," full page article on page 22 *Business Leader Magazine page 35-Mover and Shakers article bio

Additional Information

- HONORS Deans List, Academic Scholarship, Published Poetry, Nominated by the International Society of Poets for Poet of the Year award for 1999, Invited to read poetry and receive an "International Poet of Merit" Award Medallion at the ninth annual International Society of Poets Convention and Symposium in Washington, DC.
- ACHIEVEMENTS Radio Guest on Business Leader radio; October 2013 Nominated for Charlotte's Leader's Under 40- Class 2, January 2012 WINNER of the Charlotte Triad "Movers and Shakers Award of 2011," presented by Business Leader Magazine. Radio Asked to be a Guest Speaker at Steve Jobs, MACTECH Conference Nov, 2010.
- VOLUNTEER/CHARITY WORK
- Assistant Scout Master for Boy Scouts of America, Troop #565, American Heart Association and the Red Cross.
- Pay It Forward National campaign with MSU, University of Florida and University of Southern Alabama.
- Mentor to young entrepreneurs through MicroMentor.org- May 2015-current.

Skills

Adobe, Agile, SCRUM, analytical skills, social media, SEO, SEM, PR, pricing, product marketing, product testing, optimization, promotions, and writing proposals.