

SUMMARY

Digital Marketing Manager with 5+ years experience in email marketing, content development, and lead generation for B2C and B2B businesses. Additional experience in DTC retail, ecommerce, content marketing, and CRM. Organized, curious, creative, motivated, good communicator, cross-functional team-building, problem-solving and analytics skills. Certified Texan/New-Yorker hybrid.

SOFTWARE Salesforce Marketing Cloud; Responsys; Google Analytics; WordPress; Google Ads; Adobe Creative Suite; HTML/ CSS; Trello; Smartsheet; Powerpoint; Excel; Google Workspace

SKILLS EmailMarketing; WebContent; LeadGeneration; LeadNurturing; Marketing Automation Programs; SEO; CPC; CRM; Social Media; Content Marketing; Graphic Design; Press Releases; Copywriting

WORK EXPERIENCE

DIGITAL MARKETING MANAGER, *Freelance Digital Marketing, Email, CRM, Affiliate Media*

PEX CARD, *Integrated Marketing Project Manager (freelance contract)* 2018—2020

- Drive strategic digital marketing initiatives for fin-tech spending platform, PEX – a B2B expense management SaaS tool and mobile app for enterprise and SMB's with a branded VISA prepaid card
- Eliminate ambiguity by establishing creative briefs for diverse producers to develop assets for email, web, and social media, including copywriting. Build partnerships with sales + marketing / product stakeholders (Director and VP level)
- Grow organic SEO traffic by 25% in 6 months through repurposed content marketing on the blog
- Achieve 50% reduction in client on-boarding time by retooling customer-facing marketing automation campaigns.

TOMMY HILFIGER, *Manager, Ecommerce Marketing Media (freelance contract)* 2016

- Establish successful business continuity within a matrixed cross-functional team. Provide KPI reporting across media channels for C-suite business reviews. Build lasting partnerships with 3rd party vendors and agencies for affiliate marketing, paid search, comparison shopping engines, email marketing, automated trigger campaigns.
- Own and provide strategic recommendations across paid and owned media channels, including holiday readiness (Black Friday) plans for Q4 2016. Enhance targeting and segmentation in Salesforce ExactTarget.

LAFAYETTE 148 NEW YORK, *Digital / Email Marketing Specialist, CRM (freelance contract)* 2015

- Drive online sales via email marketing platform. Align the monthly email calendar and homepage to create timely and relevant synergies between in-home catalog, email messaging, store appointments, and wholesale retail partnerships
- Communicate with merchandising, graphics, copywriting, and retail/ecommerce, remote IT teams (China) to execute deliverables daily
- Analyze, optimize, and report on email marketing campaign KPI's through Google Analytics and Oracle Responsys. Point of Contact with digital marketing agency for SEM, SEO, paid display and other programs

- Expand global brand recognition and drive foot traffic to stores in the US and Canada through a period of sharp reduction in retail outlet footprint and a renewed focus on corporate-owned retail channels. Strategic US team member for the launch of a digital ecommerce store in partnership with Italy headquarters..
- Owned responsibility for customer-facing email marketing program, retail promotion lifecycles, and measurement of omnichannel campaign effectiveness through quantitative KPI reporting as well as qualitative feedback from store teams.
- Collaborate, build relationships, and direct teams across functions to achieve success in event marketing in key flagship regions including Chicago, DC, NYC, and Miami. Execute paid brand partnerships with media outlets to grow audiences.

COMPANY AGENDA, *Account Director – Public Relations, Events, Paid Media, Marketing*

2004—2011

- Client-facing Account Director for fashion / lifestyle agency responsible for leading multiple monthly retainer accounts. Strategically managed campaigns ranging from PR/Advertising shoots, paid digital media placements, and brand partnerships. Managed complex event production including art auction and charity galas, store openings, product launches on East and West coasts, and 16 seasons of New York Fashion Week runway shows.
- Clients: Antonio Berardi, Judith Leiber, Cushnie et Ochs, Aquatalia footwear, Adrienne Vittadini, Barbara Tfank, Reem Acra, SIWY, Raven Denim, James Coviello, Helm Boots, Kork-Ease, Paul Mayer Attitudes and many more.

EDUCATION

Digital Marketing Bootcamp Certificate (Oct 2020) — UT McCombs School of Business
4-month accelerated bootcamp in marketing strategy, campaign development, digital advertising channels, and site analytics/reporting. Skills learned: Google Ads; Google Analytics; Data Studio; SEO; WordPress; Facebook Ads; LinkedIn Ads; A/B Testing; Audience Retargeting and Segmentation; Campaign Optimization; CRM and Marketing Automation

Bachelor of Fine Arts, Design — The University of Texas at Austin