

# Armonda Davis

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## PROFESSIONAL EXPERIENCE

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### Marketing Analyst - *Orange Apron Media / Home Depot*

May 2026 – Present

- Manage end-to-end activation and execution of retail media campaigns for suppliers/advertisers, ensuring timely delivery and adherence to operational standards.
- Partner with account managers, media strategists, measurement, and product teams to coordinate campaign launches, resolve execution issues, and deliver a seamless advertiser experience.
- Monitor campaign pacing, spend, and performance, providing data-driven optimization recommendations to improve delivery and campaign outcomes.
- Develop recurring and ad hoc performance reports using campaign data to identify trends, communicate insights, and support business decisions.
- Perform quality assurance across campaign setup, reporting accuracy, and operational workflows while proactively troubleshooting delivery and platform issues.
- Contribute to documentation, process improvements, and operational best practices that increase efficiency and standardize campaign execution.
- Manage multiple campaigns simultaneously in a fast-paced retail media environment while consistently meeting deadlines and maintaining high execution quality

### Integrated Marketing Manager - *Momentive Software / MIP Accounting*

Jan 2024 – April 2026

- Led the integrated marketing and demand generation strategy for MIP Accounting, a fund accounting and financial management platform serving nonprofits, government agencies, and public sector-adjacent organizations.
- Shifted demand engine beyond new logo acquisition to prioritize cross-sell, upsell, and lifecycle monetization, aligning campaigns to audit risk mitigation, grant compliance, and operational automation outcomes valued by nonprofit finance leaders (CFOs, Controllers, Finance Directors, Grants Managers)..
- Drove \$1.66M in bookings vs. \$1.41M target (+18%) over five months by shifting focus from pure new logo acquisition to full lifecycle aligned to audit risk mitigation, grant compliance, and finance automation.
- Built strategic partnerships with accounting associations and industry publishers to expand acquisition reach during paid media constraints, contributing \$700K+ in bookings from conferences and co-marketing initiatives.
- Owned MIP's webinar and virtual education engine (FASB/GASB updates, grant compliance, audit readiness), increasing demo conversion rates to ~28% from webinars and driving \$800K+ influenced pipeline across core campaigns.
- Partnered cross-functionally with Sales, RevOps, Product Marketing, and Customer Success to align on product launches, outbound sequencing, and GTM/expansion motions—improving SQL velocity and increasing expansion pipeline contribution by \$300K+.

### Retail Media Manager - *Kroger Precision Marketing*

Dec 2022 – Jan 2024

- Orchestrated strategic deployment of 3,500+ paid email, push, and SMS retail media campaigns in collaboration with top CPG partners (e.g., P&G and similar major brands), reaching 11+ million customers across Kroger Plus, Prepaid Cards, Health/Pharmacy, Delivery, and 11+ regional banners.
- Led a small team of QA specialists, developers, and data analysts to manage end-to-end execution of 20+ omni-channel campaigns weekly, overseeing timelines, resource allocation, split testing, and compliance (CAN-SPAM/HIPAA) to drive consistent high-volume performance.
- Designed and implemented AI-driven split tests via Persado, dynamically optimizing subject lines and creative elements, resulting in an 18% lift in engagement rates across personalized promotions.
- Built custom Adobe Analytics dashboards applying first-touch, last-touch, and linear attribution models to link digital behavior to POS purchases, enabling precise measurement of campaign effectiveness, conversion rates, and sales uplift.

- Developed SQL-based SFMC data extensions and integrated syndicated data (IRI, Nielsen, Numerator) with Kroger POS systems to enhance attribution, promotional forecasting, and ROI, supporting real-time insights into campaign velocity and product demand trends.
- Designed AI-driven split tests using Persado, dynamically adjusting subject lines and creative elements, resulting in an 18% lift in engagement across personalized retail promotions.

**Product Marketing Manager (Contract) - Wolters Kluwer (Short-Term Contract)**

**March 2022 – Dec 2022**

- Facilitated and managed a robust circulation of demand generation content for B2B tax and accounting SaaS across web, email, and social media through Salesforce Lightning & Braze automations.
- Worked with copywriters and designers to QA/test all paid media and customer communications for the AnswerConnect platform through Monday.com.
- Oversaw a paid media budget of \$25,000 while working closely with marketing leadership to adjust budgets based on real-time performance metrics, allowing for agile reallocation based on conversion rates and MQL velocity.
- Interfaced with product marketing teams to craft creative thought leadership content around tax governance, ESG and corporate compliance for web, social media and email for SMEs.
- Established sales and marketing dashboards in Salesforce Lightning and Tableau to confidently address channel velocity which included customer lifetime value, conversion rates, qualified leads, and quarterly sales contribution goals.
- Conducted in-depth market research, competitive analysis, and analyzed NPS survey data to refine product knowledge, enhance buyer personas, and strengthen thought leadership content with authority.

**Paid Media Manager (Contract) - Vertex Inc. (Contract - Remote)**

**Jan 2021 – Feb 2022**

- Strategically managed a \$75,000 media budget to enhance brand visibility and engagement for B2B tax compliance SaaS. This involved executing targeted paid media campaigns across premium platforms such as The Wall Street Journal, Dow Jones Digital, and Bloomberg.
- Leveraged 6sense and ZoomInfo to segment customer data and create targeted buyer personas for tax compliance SaaS, focusing on key decision-makers to optimize marketing outreach and engagement.
- Developed and implemented data-driven Account-Based Marketing (ABM) strategies using demographic, firmographic, technographic, and behavioral insights, delivering personalized, timely messaging that accelerated deal cycles and increased pipeline growth.
- Collaborated with external media partners using Google Analytics 4 & iSpotTV to report and analyze brand media performance across various paid, search and display channels.
- Led the deployment of Crazy Egg to analyze/test landing page UI/UX performance, capturing user interaction data through detailed heatmaps, click tracking, and scroll depth metrics.
- Worked cross-functionally with hotel management, event staff, and AV on branded marketing initiatives during the Vertex Exchange conference including venue design, branded displays, conference banners and the testing digital screens layouts.

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## TECHNICAL SKILLS & INTERESTS

- **CRM & CMS:** Salesforce Marketing Cloud, Hubspot, Braze, Marketo, Mail Chimp & Active Campaign
- **Project Management:** Adobe Workfront, Smartsheet, [Monday.com](https://www.monday.com), Asana & Jira
- **Artificial Intelligence:** Google Gemini, Grok, ChatGPT, Sora

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## EDUCATION

**Florida State University, School of Business**

**2015 - 2021**

- *Master of Business Administration, Product Development*
- *Bachelor of Science, Marketing & Sports Management*