

# Mary Gagner

## Senior Digital Marketing Manager

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### SUMMARY

Senior Digital Marketing manager with over 10 years of experience. Well-acquainted with creating data-driven marketing plans, email campaigns, social media marketing, and SEO services.

### EDUCATION

#### B.S. Global Business

University of Texas | 📅 2003 - 2007 | 📍 Dallas, TX | GPA: 3.8 / 4.0

### EXPERIENCE

#### Senior Digital Marketing Manager

Octopus | 📅 2017 - Ongoing | 📍 Dallas, TX

Octopus is a digital marketing agency that specializes in creative digital marketing solutions, SEO, branding and content.

- Leading a team of 15 designers, marketers and analysts
- Supervised the creation of 200 pieces of content & provided help where necessary
- Created 70+ Facebook posts and 50+ ads on a weekly basis for mutually housing and hospitality clients
- Created and implemented the SEO strategy for 23 clients
- Reached 43% average monthly increase in credit card applications via Facebook advertising for FlexiKit
- Developing 2-3 marketing strategies and campaigns each quarter

#### Digital Marketing Manager

Delta Air Lines | 📅 2013 - 2017 | 📍 Dallas, TX

Delta is one of the major airlines of the United States and a legacy carrier. The airline, along with its subsidiaries and regional affiliates, operates over 5,400 flights daily and serves 325 destinations in 62 countries on 6 continents.

- Managed an annual digital marketing budget of \$2.5 million
- SEO: Increased organic traffic and revenue by 50% in 2 years; revenue growth multiple 3 figures monthly
- Created and implemented strategic marketing campaigns that resulted in \$26 million in profits
- Increased email sales by 60% after using Mailchimp in combination with Acorn Digital to send personalized discounts and news

#### Digital Marketing & Growth Advisor

Sierra Nevada Brewing Co. | 📅 2016 - 2017 | 📍 Dallas, TX

Established in 1978, the brewery produced 788,000 US bbls in 2016, and as of 2016, Sierra Nevada Brewing is the seventh largest brewing company and the third largest privately owned brewery in the US.

- Gained +500,000 Facebook fans within 1 year
- Optimized Email Marketing campaigns that achieved a 28% average open rate and 13% click through rate
- Established digital marketing program that generated annual sales of \$11M

### SKILLS

#### Marketing

Data-driven Marketing | Email Campaigns

Content Marketing | SEM | PPC

SEO | Digital Strategy | CRM

#### Marketing Tools

Google Ads | Facebook Ads | Hotjar

LinkedIn Ads | Mailchimp | Semrush

Google Analytics | Buffer | Hootler

Google Tag Manager | Acorn Digital

#### Graphic Design

PhotoShop | InDesign | Illustrator

### CERTIFICATION


#### Google Analytics Certification


Google, 2016

#### Online Marketing Certified Professional

OMCP, 2007

### STRENGTHS

 **Search engine marketing**  
Adapt search marketer proficient with Google Ads. Experienced in managing Search, Display, RLSA, Re-marketing & Gmail campaigns.

 **Data-driven marketing**  
Proficient with Google Analytics & Google Tag Manager. Experienced with a wide variety of other analytics tools: A/B testing, heatmaps, tracking, heat mapping & screen capture software.