

susan clark

digital marketing manager

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profile

Results-focused marketing manager with a thorough understanding of social media, content marketing, customer engagement, and community building strategies. Proven ability to drive sales gains and increase brand awareness. Results include:

- o **Drove a 300% increase in web traffic for one employer through integrated digital campaigns.**
- o **Boosted lead generation for current employer by 124%, primarily through social media.**
- o **Created several videos and contests that went viral, driving enormous web traffic.**

"You've been an amazing help" ... "You've built a wonderful team that is a true credit to you"
... "A large part of this year's sales gain is due to the work you and your team have done"
... "You've had a stellar year! Well done." – *From recent performance reviews*

skills

- [Digital Marketing Strategy
- [Lead Generation
- [Web Analytics
- [Video Production

- [Social Media Marketing
- [Emerging Technologies
- [Budgeting & Planning
- [Audio/Video Editing

- [Customer Engagement
- [Brand Building
- [Content Creation
- [Process Reengineering

professional experience

SALLY SUE, New York, NY [Apparel/clothing company]

2010 to present

Social Media & Digital Marketing Manager

Built and led internal team to replace reliance on expensive external agency. Provided strategic and tactical guidance to team of 7 with accountability for all social media channels (Facebook, Twitter, Pinterest, YouTube, etc) along with company blog, email marketing campaigns, and SEO/SEM strategies. Collaborated with marketing and company executives to ensure strategy aligns with company objectives.

Selected Results:

- [**Increased social media ROI by 275% and digital marketing lead generation by 124%.**
- [**Grew Facebook 'likes' by more than 10x and boosted Twitter followers from 2,000 to 44,000.**
- [**Improved Google Adwords ROI by 104% and achieved top organic rankings for key phrases.**
- [**Launched first concerted e-mail marketing strategy and grew contact database by 178%.**

Strategies:

- [Worked closely with marketing team to develop new social media strategy, replacing overt sales pitches with focus on engagement and customer care.
- [Led transition of company blog from proprietary software to HubSpot in order to enable a number of employees to create and post content at will.
- [Developed engaging, viral content to build social media audience, including contests, original videos and crowd-sourced voting applications.
- [Personally shot and edited videos, saving thousands of dollars per year in production costs while still creating high-quality and engaging video content.
- [Revamped PPC advertising and removed under-performing or costly ads, resulting in an immediate performance improvement. Conducted A/B tests to optimize all ads.
- [Audited content to identify SEO/traffic generation opportunities and then led team of freelance writers to create high-impact "cornerstone" content.