

Professional Summary

Data-driven digital marketing professional with 20 + years of experience and a record of client satisfaction and successful project completion. Accomplished in the creative and administrative management of corporate marketing, advertising, digital and client service programs. Notable expertise in strategy development, communication management, demand generation, and performance marketing. Strong knowledge of digital marketing strategies including multi-channel programs and hands-on experience locally and internationally with Google, Facebook/Instagram, Bing, LinkedIn ads.

Skills

- Ability to move between strategy and execution with bias for action
- Proven ability to drive performance marketing initiatives via paid media channels
- Google Analytics, Data Studio, Search Console, Tableau
- SEMRush, Web Strategy, Basecamp, Asana, Unbounce
- Wordpress, Sharepoint, Salesforce, Website Operations Management, Optmyzr, Portfolio management, User experience/User Interface (UX/UI)
- Bidding Strategies, Native/Programmatic Advertising
- Branding & Social Media, Reporting, Vendor Management, Strategic Partnerships Management, Contract & Negotiations
- Data Analytics, Screaming Frog, SEO
- Landing Page Optimization(CRO)
- Excellent analytical skills with proven record of growing programs through application of data insights
- Ability to learn and implement new media channels and facilitate direct media buys that aren’t run through major tech platforms
- Strong understanding of online/app metrics, analytics, tracking technology, and tools

Work History

Digital Media Manager/Buyer, 07/2019 to Current

San Diego State University Global Campus – City, STATE

- Buy, negotiate, and implement media buys for over 35 different programs.
- Manage digital media RFP and procurement process.
- Reconcile and implement invoice systems, ensure all invoicing is on track and accounts are up to date with vendors.
- Manage over \$1.5M year in digital advertising spend.
- Monitor buying strategies, identify target audiences, liaise and build relationships with media sales vendors and clients.
- Guide and collaborate on a team of 10 SSRs, 4 marketing content, 2 developers, and 2 graphic designers.
- Oversee management for media planning, including budget, costs, resource allocation, strategic leadership, and project management.
- Strategized, planned, and executed regionally and internationally end-to-end demand generation campaigns to increase prospect leads by 125% for Fall 2021.
- Oversee and implement marketing landing pages creation and CRO.
- Research and implement current MarTech platforms being used.
- Oversee branding and strategic partnerships management.
- Meet regularly with Google ads middle market team for beta product testing and campaign strategy recommendations.
- Compile marketing data and give professional presentations highlighting finds and recommending optimizations and strategies.
- Research, develop, and implement website lead form security systems to prevent fraudulent activity.
- Envision and implement enrollment student lead journey roadmap document and process.
- Undertake market research, oversee data protection policies, and collaborate on website refresh projects.
- Collaborated and managed the launch of over 15 new online degree programs, with another 5 in process.
- Managed new branding initiative including college re-naming and student research to develop personas, brand voice, brand message, mission, and vision.

SEM Consultant, 06/2017 to 05/2021

Bayside Networks – City, STATE

- Managed ad platform accounts with a \$25K monthly spend.
- Audited, launched, and optimized media campaigns increasing demand generation by 120% in 2019.
- Wrote and tested attractive and concise copy for adverts.
- Facilitated ongoing experimentation and testing of new channels, partners, and tools.
- Performed regular optimizations and testing to improve QS on Google Ads increasing it by 40% YOY.
- Maximized channel budget efficiency to include effective marketing mix modeling, budgeting, and reallocation.
- Worked with President to ensure data was being properly captured and relayed to database to enable data-driven decision making.
- Recommended landing page designs to help optimize conversions.
- Monitored budgets and oversaw SEM platform accounts.
- Pre-sales engagement work including proposal development.
- Served as website CRO improvement consultant.
- Tracked KPIs and produced automated reports for management.
- Negotiated, implemented, and managed CallRail CRM tracking system leading to a 130% increase in quotes.
- Met regularly with Google and Bing ads account strategists to discuss strategy and product features.

Web Evaluator Consultant, 11/2016 to 07/2018

Appen Butler Hill – City, STATE

- Reviewed and rated web content | landing pages using a web application to support the measurement of search data relevance.
- Evaluated online web content according to detailed criteria.
- Developed reports on web advertising content, relevance, and usefulness.
- Facilitated ongoing experimentation and testing of new channels, partners, and tools.

SEO/PPC Assistant, 07/2015 to 02/2017

SEO Hits – City, STATE

- Accountable for providing general account manager with reports on organic search, leads, and conversion analysis on multiple accounts.
- Recommended changes to website architecture, content, linking, and other factors to improve SEO positions for target keywords.
- Performed ongoing keyword research including discovery and expansion of keyword opportunities.
- Tracked, reported, and analyzed website analytics and PPC initiatives and campaigns.
- Researched and implemented search engine optimization recommendations.
- Responsible for maintaining SEO guidelines and integrity on each customer's website.
- Demonstrated experience working with acquisition funnels, lifetime value, and ROI/ROAS metrics.

Education

Google Analytics Individual Certification

Google

Bing Ads Accredited Professional

Microsoft

Google Ads Search | Display Advertising Certification

Google

Inbound Marketing Certification | Email Marketing Certification

Hubspot Academy

MBA: Marketing

National University

Marketing and E-Commerce Certificate of Achievement

San Diego State University

Bachelor of Arts: Communication/Publicity and Advertising

Casper Libero University