

Professional Summary

I am passionate about community/customer outreach and thrive on managing digital marketing activities including, but not limited to, website management and optimization, email campaigns, social media campaigns, webinars, podcasts, blogs, and advertising. I enjoy content creation, delivery, and analysis, utilizing a strong skill set that includes professional writing/editing, graphic design, web content creation and management, curation and management of marketing content, multi-touch customer acquisition programs, lead scoring and nurturing, and managing an editorial/events calendar.

Skills

- Calm and Professional Under Pressure
- Efficient and Detail-Oriented
- Courteous with Strong Service Mindset
- CRM Software
- Creative Problem Solving
- Multitasking and Prioritization
- Upbeat and Positive Personality
- Verbal and Written Communication
- Database Management
- Inter-Department Collaboration
- Proficiency in Microsoft Office and G Suite
- Promoting Brand and Company Identity
- Salesforce CRM
- Strong Analytical and Problem Solving Skills
- Excellent Attention to Detail

Work History

Web & Digital Media Specialist, 11/2017 to Current

Sage Intacct – Irvine, CA

Design, implement, and manage digital marketing campaigns and communications that span across email, social media, web interaction, and more. Manage lead generation and lead nurturing activities. Manage inbound marketing integrations. Selection, implementation, and ongoing management of marketing automation system. Collaborate with educational programs and fundraising teams and stakeholders. Liaise with external agencies and partners regarding digital materials. Analysis of completed marketing campaigns using marketing automation software, Google Analytics, Google Tag Manager. Manage brand assets and oversee consistent usage throughout organization in multiple formats, from website to PowerPoint presentations and everything in between. Maintain website – make updates and manage contracted developer. Utilize project management software to manage overall communications schedule, including deadlines and deliverables. Write, source, edit, and maintain compelling content delivered in a variety of formats, including web pages, social media, eNewsletters, blogs, printed materials, and other marketing collateral. Manage video assets, including editing, posting, and sharing where applicable. Social media management of posts on Facebook, Twitter, LinkedIn, YouTube, Instagram. Graphic design of digital and printed collateral material, including ads, programs, memes, postcards, etc.

Digital Marketing Manager, 04/2012 to 09/2017

CCI | Global Channel Management – City, STATE

- Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
- Monitored and evaluated website analytics to assess campaign success, identify issues and make forward-thinking adjustments to maintain targets.
- Drove digital and enterprise collaboration across functional teams, focusing on delivery and continuous process improvement.
- Managed social media accounts, generating interest for existing and upcoming product or service releases.
- Provided weekly updates on digital marketing campaigns to President, discussing strategic initiatives and methods for improvement.
- Maintained expert-level skills in digital platforms such as Wordpress and Hubspot platforms.
- Evaluated monthly performance statistics and used data to inform future strategies.
- Created social media content with consistent content and tone.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Devised strategies and roadmaps to support product vision and value to business.
- Increased customer engagement through social media.
- Analyzed and reported social media and online marketing campaign results.
- Revamped email marketing strategies to increase open and click through rates [Number] %.
- Utilized analytics and site metrics to determine areas of improvement.
- Used content management system to analyze user engagement and website traffic metrics.
- Approved, reviewed and edited content flowing to website.
- Conducted regular content audits to identify gaps and redundancies of content.
- Collaborated with marketing and design teams to develop and plan site content, layout and style.
- Directed content of website by gathering information and integrating data from other departments.
- Maintained content marketing calendar to schedule creation and delivery deadlines.

Marketing & Fundraising Director, 03/2007 to 04/2011

PEP Housing – City, STATE

- Developed technical and non-technical marketing presentations, public relations campaigns, articles and newsletters.
- Wrote engaging and successful marketing, advertising and website copy.
- Identified appropriate marketing channels and target customers for campaigns.
- Tracked key metrics and developed spreadsheets and data models.
- Managed full-cycle marketing and advertising strategies, resource allocation and production schedule adjustment.
- Managed company standards for all marketing collateral and oversaw consistent application.
- Collaborated with external creative agencies to produce and distribute marketing materials.
- Masterminded highly successful digital strategies for various platforms to attract customer engagement.
- Implemented successful marketing and promotional strategies worth over \$[Amount] in yearly revenue.
- Maintained high level of understanding of industry standards and trends.
- Orchestrated, executed and monitored performance of campaigns to boost brand awareness and profitability.
- Developed advertisements with impactful messages to stimulate engagement and reach target audiences.
- Analyzed data from previous and current marketing campaigns to improve future results.
- Maximized advertising efforts by developing content for media relations, corporate communications and social media posts.
- Worked closely with product development teams to create and maintain marketing materials for sales presentations and client meetings.

Education

Bachelor of Arts: Communications, 06/1988

California State University - Sacramento - Sacramento, CA