

Lacey Pratt

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DIGITAL MARKETING MANAGER

Fiercely competitive marketing professional with 9+ years of experience developing digital campaigns to connect with global consumers. Experienced with leveraging market research, SEO, SEM, social media, PPC, e-mail campaigns and web analytics to drive conversion and brand exposure. Achieved \$500,000 in sales for mid-sized gaming hardware company.

EXPERIENCE

Senior Marketing Manager, GamesCore Gear, New York, NY 2018 – Present

Lead marketing operations for gaming hardware company (45+ employees)

- Manage team that downsized from 20 to 11 people in March 2020; grew sales by 25% (Q1 and Q2 2020)
- Implemented new tools (Slack, RemoteHQ) for more effective remote team collaboration
- Raised Twitter and Facebook engagement by more than 40% (Q1 and Q2 2020)
- Perform market research and competitive brand analysis; develop digital campaigns to emphasize brand values, goals and visions
- Spearheaded a \$30,000 ad campaign for new product launch, generating \$500,000 in monthly sales (Q3 2019)

Senior Marketing Strategist, Video Space, New York, NY 2014 – 2018

Digital strategist for global video production agency (100+ employees)

- Created monthly campaign metrics reports; presented analytics to marketing and sales teams
- Managed company website; edited, assigned and wrote daily blog articles
- Collaborated with a Fortune 500 brand to develop website editorial content; managed a \$10,000-per-month budget Facebook ad campaign
- Oversaw a \$20,000 campaign budget to promote new YouTube series; generated an average of 20,000 monthly views per episode and 5,000 new subscribers over a 14-week period

Digital Marketing Assistant, Redefine Inc., New York, NY 2012 – 2013

Marketing team member of an award-winning web design agency (30+ employees)

- Assisted with digital content development to drive brand alignment and audience engagement
- Created visual and written content for website blogs and social media campaigns
- Monitored and studied site traffic and engagement trends using web analytics platforms

SKILLS

Social Media	Facebook, Twitter, Instagram, YouTube, Snapchat, Pinterest
Web Analytics	Google Analytics, Adobe Analytics, SEO, SEM, Facebook Insights
Languages	English, Spanish, Mandarin
Other Skills	Zoom, Slack, RemoteHQ, Google Meet, Microsoft Teams