

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 multifamily 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 Revolut
- 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 52 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 5 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 Acxiom Digital to send personalised discounts and news

Digital Marketing & Growth Advisor

Sierra Nevada Brewing Co.

2010 - 2013

Dallas, TX

Established in 1979, the brewery produced 786,000 US bbl in 2010, and as of 2016, Sierra Nevada Brewing is the seventh largest brewing company and the third largest privately owned brewery in the US.

- Gained +100,000 Facebook fans within 1 year
- Optimised Email Marketing campaigns that achieved a 20% 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

Hotjar

Google Tag Manager

Acxiom Digital

Graphic Design

PhotoShop

InDesign

Illustrator

STRENGTHS



Search engine marketing

Adept 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 analytic's tools: A-B testing, link/click-tracking, heat mapping & screen capture software.