

DIGITAL MARKETING SPECIALIST

Summary

I'm a creative retail-marketing professional with 10 years of experience managing omnichannel marketing campaigns. My specialties include digital marketing and media, direct marketing with a strong emphasis on direct mail, CRM and database testing, customer segmentation, event promotions, credit, loyalty and project management. I have the innate ability to effectively and efficiently execute complex marketing campaigns in a fast paced environment with tight timelines.

Highlights

Experience

Company Name May 2013 to January 2015 Digital Marketing Specialist

City , State

- Responsible for the discovery and development of marketing strategies for both desktop and mobile to drive traffic and sales while meeting ROI goals.
- Assisted in the development, launch and management of a customer acquisition and CRM retargeting program created to attribute in-store purchases to online behavior.
- Assist in the planning, execution and analysis of display advertising through various online media networks to support marketing campaigns.
- Optimize SEO and SEM campaigns utilizing reporting tools such as Google Adwords to review keyword performance and return on ad spend in support of merchandising focus and promotional cadence.
- Support new store openings and brand marketing events through geo-targeted digital media and marketing campaigns.
- Manage partnerships with affiliates in order to promote CRM offers and storewide promotions to increase traffic and sales both in-store and online.
- Leverage data to match customer's across devices and to identify new to file.
- Managed all digital media relationships such as YouTube, Hulu and Pandora.
- Assisted in the planning, launch and management of a brand sponsored Pandora station www.pandora.com/expressrocks.

Company Name Current to January 2015 Account DirectorAccount Director

City , State

- for a large insurance and financial client.
- Manage a team of 4 account executives in the execution of omnichannel marketing campaigns.
- Allocate agency support and resources to ensure client assignments and day-to-day responsibilities are executed above and beyond expectations.
- Develop strategies and tactics to achieve client objectives within budget and on time.
- Manage vendors in the production and planning of omnichannel marketing campaigns including direct mail, email, web development and digital marketing.
- Assist in identifying and developing new projects and business opportunities for both our current client and future clients.
- Analyze data to apply results to future campaigns in an effort to execute more effective and efficient direct marketing campaigns.

Company Name May 2010 to May 2013 CRM Specialist

City , State

- Planned, executed and analyzed over 50 direct mail and in-store CRM campaigns that totaled approximately 150 million pieces circulated yearly.
- Specialized in database testing, customer segmentation, modeling and prospecting for direct mail campaigns executed both domestically and in Puerto Rico and Canada.
- Provided marketing support for partnerships with such programs as America's Next Top Model, SXSW, Coachella and Fashion Star, Managed credit and reward program that generated over \$350 million in sales in 2010.
- Manage gift card budget of over \$1 million for card production, promotional programs and maintain B2B partnerships.

- Assisted in the development and launch of the new Express loyalty program NEXT.
- Assisted in customer acquisition and brand awareness to support store grand openings both domestically and internationally.

Company Name October 2007 to May 2010 Marketing Coordinator

City , State

- Assisted in the coordination and launch of our redesigned web sites; asfurniture.com and vcf.com.
- Managed partnership with Columbus Crew to help in branding efforts.
- Assisted in new product launches and rebranding campaigns.
- Conduct competitive analysis for key markets.
- Maintained cross-functional partnerships with merchandising and merchandise planning to help support marketing campaigns.
- Proofed all advertisements for pricing, copy and product accuracy.

Company Name September 2005 to October 2007 Senior Healthcare Sales Recruiter

City , State

- Responsible for increasing sales through existing and new clients.
- Recruited, screened and managed over 175 healthcare professionals with roles such as RN, LPN, LSW, LISW, STNA and CNA.
- Created and executed direct mail campaigns that increased field staff by 20%.
- Responsible for generating new business with all types of healthcare facilities.
- Responsible for planning, marketing and executing seasonal vaccination clinics.

Education

Franklin University 2005 B.S : Marketing Marketing Promotions and Public Relations City , State

GPA: Dean's list 2005. Marketing Marketing Promotions and Public Relations Dean's list 2005.

North Central State College 2003 business data communications City , State business data communications

Skills

Digital Media, Digital Marketing, Social Media, E-Mail, Direct Mail, Mobile, Promotions, Branding, Customer Acquisition/Retention, Analytics, Budgeting/Forecasting, Database Marketing, Testing, Customer Segmentation.