

Marketing Business Analytics Specialist, Officer Marketing Business Analytics Specialist, Officer Pittsburgh, PA Work Experience Marketing Business Analytics Specialist, Officer PNC Financial Services Group - Pittsburgh, PA January 2015 to Present

- Conceives, coordinates, and schedules multiple marketing campaigns at once for a high-profile regional bank.
- Identifies and manages associated risks to ensure alignment with the unit's risk appetite
- Maintains extensive knowledge of team capacity across two units within Marketing
- Facilitates and documents a marketing operations governance forum working closely with marketing leadership
- Provides real-time validation and scheduling reporting across multiple marketing teams and lines of businesses
- Executes creation of lead program identifiers across multiple lines of businesses

Corp. Marketing Campaign Coordinator & Database Administrator Aerotech, Inc - Pittsburgh, PA 2012 to 2015

- Conceive, coordinate, and execute multiple marketing campaigns at once (domestically and internationally) for a high-tech manufacturing company.
- Work with product managers to define campaign objectives, scope, audience, deliverables, and timelines, and coordinate with other marketing team members.
- Provide real-time and post-campaign ROI analytics to executive team.
- Execute and delegate intensive lead harvesting and research activities.
- Administrator, trainer, & troubleshooter for 100+ global users of a CRM database.
- Manage and work directly with multiple vendors including technical consultants, lead nurturing agencies, industry publications and retailers.

Accomplishments

- Stimulated extraordinary SugarCRM user-adoption levels for a culturally, technologically, and generationally diverse group of end users.
- Facilitated the launch of an advanced marketing automation software solution for 50+ global users.
- Coordinated an on-site summit of the company's global sales force to help the members understand business processes and objectives.
- Archived over 10,000 misleading, inaccurate or incomplete records from the CRM database in a data-integrity project.

Sales Administrator Aerotech, Inc - Pittsburgh, PA 2011 to 2012

Responsible for complete administration of the sales order process

- Update delivery/shipment schedule & maintain current, accurate customer files

Education

Master's in Organizational Leadership Robert Morris University - Township of Moon, PA 2011 to 2017

Bachelor's in Public Relations, Minor in Marketing Slippery Rock University of Pennsylvania -

Slippery Rock, PA 2007 to 2010

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