

MARCO FOELZ, MBA

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DIGITAL MARKETING MANAGEMENT ✦ PROJECT MANAGEMENT ✦ MARKETING STRATEGIST

Web Analytics ✦ Campaign Management ✦ Social Media

A dynamic, innovative, bilingual Digital Marketing Professional focused on the development and execution of strategic online marketing plans and implementing successful eCampaigns. Known for strengthening sales and marketing sectors to lead in competitive markets and deliver unique online concepts and strategies. Effectively utilize competitive analysis, market research and statistical surveys to assess strategic business plans and provide solutions that foster growth and increase productivity. Exceptional academic qualifications, including a Master of Business Administration with concentration in Global Marketing Management from Fresno Pacific University. Experience running successful online promotions that have increased revenues exponentially.

SELECTED HIGHLIGHTS

- Received multiple promotions, successfully tracked, analyzed, managed and reported on a broad range of digital channels and tactics including websites, email, display, SEO/SEM, and social via Google Analytics/Adwords, Hootsuite, and Excel.
- Reduced average page load time by 58.47% (2.93s vs. 7.05s) through complete website redesign, and in turn improved website quality score and conversion rates.
- Increased Klout score by 16.6%, Twitter followers by 48.17%, Facebook likes by 28.96%, LinkedIn followers by 60.63%, average tweet impressions from 12.7k to 23.4k, and engagement rates from 0.5% to 1.1%, through a variety of targeted social media strategies.
- Optimized budgets, bids, creative, A/B test, created new search and display campaigns and expanded and discovered keywords to meet and exceed a variety of KPIs, and improve the ROI of campaigns.
- Designed, ordered, distributed and updated all company merchandise, as well as managing all aspects of marketing projects including planning, monitoring, and reporting for budget and operations working closely with the Finance Director to manage daily operations.

CORE COMPETENCIES

- | | | |
|-----------------------------|---------------------------|------------------------------|
| ▪ Digital Strategist | ▪ ROI Forecasting | ▪ Sales/Business Development |
| ▪ Brand Management | ▪ Virtual Team Management | ▪ Client Relations |
| ▪ Budget Management | ▪ Technical Expertise | ▪ Content Strategy |
| ▪ Tags/Keyword Optimization | ▪ Project Management | ▪ Web Analytics |

EDUCATION

Fresno Pacific University, Fresno, CA: 2009

Master of Business Administration - Global Marketing Management, (GPA: 4.0/4.0)

- Relevant Coursework:** Marketing in a Global Economy, Management in Global Business, Strategic Financial Management, Global Managerial Accounting, Research Methods
- Awards/Honors:** Summa Cum Laude, Scholar Athlete of the Year, National Tennis Team Champion, All-American Scholar Athlete (X2), Champion of Character (X2)
- Clubs/Activities:** Tennis Team

Fresno Pacific University, Fresno, CA: 2007

Bachelor of Arts - Marketing and Management, (GPA: 3.85/4.0)

- Awards/Honors:** Magna Cum Laude, All-American Scholar Athlete (X2), Champion of Character (X2)

De Anza College, Cupertino, CA

Associate of Arts - Liberal Arts (GPA: 4.0/4.0)

- Awards/Honors:** Summa Cum Laude, National Dean's List

Certifications or Additional Education:

Google Analytics (IQ), Google Adwords (Search, Display, Video, Shopping, Mobile), Hootsuite Social Media Marketing, HubSpot Inbound Marketing, IT University Online Social Media Marketing

PROFESSIONAL EXPERIENCE

Eagle Fustar Tennis Academy ♦ Santa Clara, CA ♦ 2009 – Present**Digital Marketing Manager: 2015 – Present****Marketing Manager: 2009 – 2014**

- Received multiple promotions, successfully track, analyze, manage and report on a broad range of digital channels and tactics including websites, email, display, SEO/SEM, and social via Google Analytics/Adwords, Hootsuite, and Excel.
- Continuously create and revise the digital measurement and marketing plan to more effectively measure and track digital marketing programs supporting business objectives, strategies, tactics, and KPIs.
- Deftly utilized best SEO practices to rank at position #1 in the industry for a variety of significant keywords
- Reduced average page load time by 58.47% (2.93s vs. 7.05s) through complete website redesign, and in turn improved website quality score and conversion rates.
- Optimize budgets, bids, creative, A/B test, create new search and display campaigns and expand and discover keywords, to meet and exceed a variety of KPIs, and improve the ROI of campaigns.
- Regularly update pages, create and optimize landing pages with SEO content/elements, ensure an efficient lead capture, and implement conversion tracking in CMS (WordPress).
- Lead the development and implementation of a new social media plan, which has consistently risen above all expectations.
- Recruit and lead a record-breaking team of content creators and curators and bloggers, engage current employees through incentive programs, oversee and guarantee execution of the content calendar, and integrate search best practices.
- Use social media listening and scheduling tools like Hootsuite, Buffer, Tweetdeck, Social Mention, and more to manage and schedule specialized content and provide effective suggestions on how to optimize performance.
- Organized, coordinated and ran Regional Training Center Camps and started the academy's social media campaigns (FB, Twitter, Instagram) from the ground up with main focus on FB reaching a record 1,305 page likes organically.
- Integrated various online and print tools to promote top ranked players, as well as coordinating all promotional logistics for tennis events.
- Handled all email marketing using Constant Contact to advertise current programs and promote new services while operating under strict time and budgetary constraints.
- Designed, ordered, distributed and updated all company merchandise, as well as managing all aspects of marketing projects including planning, monitoring, and reporting for budget and operations working closely with the Finance Director to manage daily operations.

Digital Marketing Analyst: 2014 - 2015

- Updated and redesigned the entire website to outstanding review by the company and customers.
- Ensured an efficient lead capture and conversion process is in place across the website to improve website engagement, click through and conversion rates.
- Created a custom-tailored digital measurement and marketing plan to measure and track nuanced digital marketing programs supporting business objectives, strategies, tactics, and KPIs.
- Successfully managed tracking and reporting of marketing programs and developed analysis to uncover key insights to support the business.
- Identified opportunities to exceed client expectations – email marketing campaigns, social media, web marketing, web and email design, landing page creation and optimization, analytics and custom campaign solutions.
- Demonstrated ability to work with project managers, lead developers and designers adhering to all project

timelines, while maintaining quality and delivering the best results for clients.

- Formalized an email marketing campaign, which captured information and developed personalized newsletters and promotions to increase customer support.

Sustainable Silicon Valley ✦ Santa Clara, CA ✦ 2015 - Present

Digital Marketing Associate

- Increased Klout score by 16.6%, Twitter followers by 48.17%, Facebook likes by 28.96%, LinkedIn followers by 60.63%, average tweet impressions from 12.7k to 23.4k, and engagement rates from 0.5% to 1.1%, through a variety of targeted social media strategies.
- Create dashboards, analyze and concisely report findings, track complex social media campaign analytics, and make integral suggestions for improvement to upper management.
- Drive traffic to the company website and increase newsletter sign ups and donations through essential social media efforts, and share and develop content for social media channels.
- Recognized for strong professional acumen, implement conversion tracking for micro and macro conversions such as newsletter sign ups and donations with Google Analytics.
- Selected to assist upper management to transition to a new CMS (WordPress) for the company's website due to consistently outstanding performance.

Additional Experience

Player Development Specialist, US Tennis Association Northern California, Alameda, CA: 2014 - 2015

ADDITIONAL CREDENTIALS	
TECHNICAL SKILLS	Microsoft Office (Word, Excel, PowerPoint, Outlook, Access, Publisher) / Google Analytics / Google Docs / Google Adwords / Google Drive / Google Calendar / Google Plus / Google Sheets / SEM / Facebook / Flickr / HootSuite / Instagram / LinkedIn / Pay Per Click (PPC) / Pinterest / Buffer / Tweetdeck / reddit / Search Engine Optimization (SEO) / Buffer / Tumblr / Twitter / Content Management System (CMS) / WordPress / Marcom / YouTube
LANGUAGES	English, German
HONORS & AWARDS	<ul style="list-style-type: none"> National Dean's List – De Anza College Graduated Summa Cum Laude – Fresno Pacific University Graduated Summa Cum Laude – De Anza College Graduated Magna Cum Laude – Fresno Pacific University Academic Scholarship for 4 years – Fresno Pacific University Tennis Scholarship for 4 years – Fresno Pacific University National Tennis Team Champion (2009) National Men's Tennis Doubles Finalist (2014)
PORTFOLIO	www.marcofoelz.com
PROFESSIONAL DEVELOPMENT	<ul style="list-style-type: none"> Google Analytics (IQ) Google Adwords (Search, Display, Video, Shopping, Mobile) Hootsuite Social Media Marketing HubSpot Inbound Marketing Social Media Marketing - IT University Online
ORGANIZATIONS	<ul style="list-style-type: none"> SEMPO Digital Marketing (dm.) Social Media Marketing SEO SEM Social Mobile (Digital Search & Internet Marketing) Marketing Communication
VOLUNTEERING EXPERIENCE	Volunteer - Silicon Valley Volunteers / Member of the Coaches Commission - USTA Northern California / Volunteer - Second Harvest Food Bank

INTERESTS

Tennis, fitness, healthy eating, music, soccer, TV shows & movies, travel, experiencing new cultures, international cuisine, basketball, family time, technology, social media, volunteer work/community involvement

Detailed Professional References Available upon Request

