

Joanna Hartvickson

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SOFTWARE



WORK EXPERIENCE

AHA

01/16 – present

Marketing Manager

Implement agency marketing plan.

Support business development activities through inbound lead generation.

Manage digital marketing efforts including website, social media, and email campaigns.

Manage agency CRM database.

Ivey Marketing

04/15 – 12/15

Marketing Manager

Agency brand and marketing strategy.

Managed internal stakeholders and freelancers throughout redesign of agency website.

Managed social media marketing and online reputation.

Created email marketing campaigns.

Collaborated with Client Services and Marketing to design and execute a nurture track.

Oversaw video production and content creation.

Project management of internal project deliverables.

Kuni BMW

02/14 – 04/15

eCommerce & Marketing Manager

Lead a media team: eCommerce Assistant, Videographer and two Photographers.

Updated and monitored dealer website via back-end tools and vendors.

Worked with representatives from third party services to maximize the ROI of each.

Produced targeted e-campaigns.

Designed digital and print advertising in accordance with BMW brand standards.

Worked cross-functionally with all departments to implement marketing strategies.

Utilized our CRM to create and maximize drip campaigns.

Managed social media marketing strategy and online reputation.

Liquid Productions

07/07 – 01/15

Marketing Manager

Collaborate with venue owners and promoters on event planning and marketing strategy.

Execute comprehensive cross-channel marketing campaigns.

Website design, development and maintenance.

Oversee and contribute to the production of graphic design and promotional materials.

Create promotional videos.

StockLayouts

04/09 – 02/14

Marketing Specialist

Managed an international, strategic B2B and B2C digital marketing campaign.

Wrote blog articles and marketing copy for emails.

Created and sent email blasts.

Scripted and recorded tutorial videos.

Collaborated with cross-functional team on creative materials and promotions.

StockLayouts

07/08 – 02/14

Account Manager

Provided service and sales support by email, phone, and social media.

Contributed ideas for product and service improvements.

StockLayouts
07/07 – 01/14

Graphic Production Artist
Converted graphic design templates into desktop printable versions.

CERTIFICATIONS

Google AdWords Certification
valid 2/15 – 2/16

Google Analytics Individual Qualification
valid 2/15 – 8/16

ORGANIZATIONS

Project Management Institute & PMI Portland Chapter Member
11/13 – 11/15

EDUCATION

Portland Community College Project Management Program Award
04/13 – 2/14

Oregon State University Bachelor of Arts degree, English major
09/02 - 06/05

Linfield College Computer Science major, English minor
08/01 - 05/02