

Joseph Corbin

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A Marketing Manager with 10+ years of experience defining brand messaging and leading campaigns for enterprise organizations. A proven track record of identifying opportunities to enhance digital marketing efforts and grow brand awareness across core demographics. Adept at building and leading diverse marketing teams.

Education

Bachelor of Science (B.S.) Marketing

University of Washington,
Seattle, WA
September 2009 - June 2013

Key Skills

- Marketing Strategy
- Cross-Functional Leadership
- SEO Marketing
- Brand Messaging
- Project Management

Certifications

- Certified Web Professional - Web Developer, IWA, 2016
- Certified Digital Designer (CDD), ADA, 2015

Professional Experience

Marketing Manager

West Coast Airlines, Seattle, WA | July 2016 - Present

- Develop and implement large-scale campaigns to enhance brand awareness for a premiere airline valued at \$200M, oversee the redesign of landing page, and increase sales conversions by 42%
- Manage and build a 20-person marketing team, oversee an annual budget of \$30M, lead paid, social, and digital marketing initiatives, and achieve a 150% ROI on average **for** marketing campaigns
- Analyze KPIs, market indicators, and industry trends to revamp brand messaging and identity with an emphasis on diversity, inclusion, and equity (DEI)

Marketing Manager

White Tiger Consulting, Seattle, WA | June 2013 - July 2016

- Managed a team of 15 marketing specialists, social media coordinators, and graphic designers to enhance visual marketing and brand identity for a \$1.5M client portfolio
- Led initiatives to unify visual marketing and brand messaging across all platforms, coordinated with key stakeholders to define marketing strategy, and increased web traffic by up to 300% for clients
- Analyzed Google Analytics to evaluate online presence and define SEO marketing strategy, delivered presentations to clients, and identified opportunities to enhance web page performance