Gretchen Heuberger

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PROFESSIONAL EXPERIENCE

MARKETING & DESIGN   New York, NY
Freelance   **December 2014 - Present**

- Create and manage personal marketing plans and assets for university authors and local companies from website creation, social media and email campaigns to analytics and strategy

MARKETING MANAGER   Boulder, CO
Mile High Organics - eCommerce   **October 2010 - December 2014**

- Strategized and executed all inbound marketing objectives and tactics to increase conversion rates, brand awareness and engagement at an online organic grocer
- Developed marketing strategy with executive team and lead five departments in successful implementation
- Strengthened brand identity through establishment and enforcement of brand standards and style guides
- Successfully lead and communicated across departments with detailed project briefs and marketing calendars defining roles, objectives and due dates
- Increased site traffic by 40% through the creation of weekly email promotion schedule
- Managed graphic and content teams to create and execute three weekly email promotions, pay per click advertising and printed product materials
- Lead all third party agencies in the execution of marketing plans from development to data analysis
- Drove higher email click though and open rates through use of measurable metrics, segmentation strategies and A/B testing of offers, subject lines and content
- Reported, tracked and analyzed all campaign performance to measure success and target areas for improvement

EDUCATION

WEB DESIGN - DIPLOMA
Art Institute of Pittsburgh - Online   **2017**

HISTORY - B.A.   Boulder, CO
University of Colorado at Boulder – College of Arts & Sciences   **May 2010**

SKILLS

GOOGLE ANALYTICS
Traffic, Conversions, Clicks

GOOGLE ADWORDS
Keyword Management, Search Engine Rankings

WEBSITE ADMINISTRATION
Live Chat, Unbounce, Wisepops & more

PROMOTION MANAGEMENT
MailChimp, Survey Monkey, Short Stack & more

EXCEL
Pivot Tables, V-lookups, Data & List Management

PHOTOSHOP
Design & Photo Editing

ILLUSTRATOR
Vector Design

HTML, CSS & JAVASCRIPT
Basic Web Design