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
- 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
- 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
- Lead all third party agencies in the execution of marketing plans from development to data analysis
- Successfully lead and communicated across departments with detailed project briefs and marketing calendars defining roles, objectives and due dates
- Reported, tracked and analyzed all campaign performance to prove success and recommend improvements
- Developed a deep knowledge of customer behavior and marketing performance using Google Analytics and targeted areas for improvement

EDUCATION

WEB DESIGN - DIPLOMA
Art Institute of Pittsburgh - Online   **In Progress**

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

SKILLS

GOOGLE ANALYTICS
Traffic, Conversions, Clicks

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

GOOGLE ADWORDS
Keyword Management, Search Engine Rankings

PHOTOSHOP
Design & Photo Editing

WEBSITE ADMINISTRATION
Live Chat, Unbounce, Wisepops & more

ILLUSTRATOR
Vector Design

PROMOTION MANAGEMENT
MailChimp, Survey Monkey, Short Stack & more

HTML, CSS & JAVASCRIPT
Basic Web Design