

Lindsay Jawor

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Summary

Dynamic marketing professional with a proven record of creating and implementing effective marketing collateral and strategies. Skilled at fostering positive interaction through superior communication and leadership skills. Highly adaptable and motivated to achieve success for self, team, and organization.

Skills

- | | |
|---------------------------------|--|
| • Demand Generation | • Adobe Creative Suite |
| • Content Creation & Management | • Salesforce, Hubspot, Hootsuite, Nuvi |
| • Lead Nurturing (MQL & SQL) | • Intermediate HTML & Web Design |
| • Sales Enablement | • Project & Event Management |

Work Experience

EarthCam – Upper Saddle River, NJ

2019

Brand Marketing Manager

Leader of a new brand marketing team initiated to digitalize and boost marketing efforts for hardware, software, and service offerings. Responsible for:

- All new product launches and product lifecycle management
- Creating a more digitalized workflow for the marketing department, including implementation of new tools and software (landing page platform, email platform, social media scheduling tool, etc.)
- Working directly with sales, tech support, customer service, and developers to create a unified marketing presence and internal methodology
- In-depth market research, including market surveys, competitor analysis, and commissioned studies
- Creating original copy and content for websites, landing pages, emails, white papers, case studies, sponsored content, ads, sponsored content, podcast ads, press releases, media alerts, social media, sales scripts, sales brochures, etc.
- Generating (MQL & SQL) by placing appropriate content in appropriate channels targeting specific product-based personas
- Creating a lead tracking, scoring, and nurturing system for sales and marketing to create KPI's and ensure no leads are needlessly lost

Advantage Business Marketing – Rockaway, NJ

2017-2019

Content Marketing Manager

Lead of an active digital marketing team providing B2B content-based marketing services, including branding, performance-based, and thought leadership solutions. Responsible for:

- Overseeing rebrand of company from Advantage Business Media to Advantage Business Marketing: logo, name, website, advertising overhaul
- Working with vendors and press platforms to manage external communications and PR

- Lead generation (MQL & SQL) through content and campaign management in Salesforce and Hubspot including: websites, landing pages, email blasts, blogs, articles, webinars, video, white papers, press releases, case studies, and print/digital ads
- Using data to segment audiences and develop targeted marketing campaigns
- Creating, managing, and optimizing email automation campaigns using Journey Builder (Salesforce Marketing Cloud)
- Managing and/or scheduling all social media for Advantage brands and events (Facebook, Instagram, Twitter, LinkedIn, YouTube, etc.)
- Creating and managing corporate blog and monthly client/prospect newsletter
- Generating original marketing strategies to tell the Advantage corporate story through web content, sales collateral, and PR outreach
- Working with developers to optimize sites in Hootsuite, WordPress, and Drupal
- Event coordination and marketing for various events, tradeshow, and conferences including: R&D 100 Awards & Conference, R&D Breakthrough Summit, Laboratory Design Conference, ITMS, PittCon, Interphex
- Internal communications relating to marketing and sales efforts
- Connecting and empowering editorial, marketing, business intelligence, and sales teams to achieve high-level organizational goals

Advantage Business Marketing – Rockaway, NJ

2016-2017

Marketing Copywriter

Supporting member of digital marketing team providing B2B marketing services. Drove lead nurturing and sales efforts through content creation for multiple brands. Responsible for:

- Creating marketing copy and design materials for Advantage Business Marketing and its 23 publications, including R&D Magazine, Laboratory Equipment, Electronic Component News, Manufacturing.net, Industrial Distribution, and Forensic Magazine
- Conducting in-depth research, creating and analyzing surveys, and performing high-level market analysis to generate original and up-to-date content and metrics
- Creating marketing materials for conferences (R&D 100 Awards & Conference and Laboratory Design Conference)
- Building and managing content database in Salesforce Library to ensure accessibility for sales reps to use during client meetings and sales pitches

Adagio Teas – Elmwood Park, NJ

2014-2016

Marketing & Communications Specialist

Responsible for all social media advertisement and campaigns supporting the elevation of the Adagio brand and products, author of blog articles, responsible for the management of Adagio reward programs promotions and advertisement. Responsibilities and achievements include:

- Created engaging B2C advertising content and strategy for diverse product line
- Managed Facebook, Twitter, Pinterest, Instagram, and YouTube accounts
- Initiated and provided continual management of Blogger relationships with Tea Experts and industry writers
- Team Leader: winner of the World Tea Award for Best Website, Runner-up for Best Social Media Presence

Various Organizations**2008-Present*****Freelance Marketer, Content Creator, Designer, Editor***

Worked with a variety of organizations to provide freelance marketing, content, and support, including but not limited to: social media management, PR outreach, article and blog post creation, copywriting, generating and researching storylines, conducting surveys and interviews, designing and sourcing graphics, and editing articles.

Education**Bachelor of Arts - English****May 2008**

Pennsylvania State University, State College, PA