

## Professional Statement

With 13+ years of both agency and client-side marketing experience, I bring a strong project management background to the table and am an expert in automation. I believe in a data-driven approach and am strongly skilled in using both Marketo and HubSpot along with fully integrated CRM systems, including Salesforce.

Recently adding front-end development to my skill set, I'm passionate about user experience-driven design and love leveraging custom CSS along with CSS frameworks such as Bootstrap and Bulma. Diving headfirst into (and ultimately mastering!) a new CSS framework is one of my favorite challenges!

## Experience

### Palisade - Marketing Automation Specialist

2020 - 2022

- Designed multi-channel outreach process and created content materials for SDR team strategy.
- Identified need for and built vertical and customer lifecycle stage-based nurture campaigns.
- Initiated customer retention program via multiple nurture campaigns.
- Optimized processes and content across all automated communications.
- Improved email performance by implementing industry best practices and tactics derived from campaign analysis and testing.
- Optimized webinar promotion strategy to increase registration and attendance rates.
- Improved lead source identification through standardization processes across both Marketo and SFDC.
- Continuously improved data quality within Marketo and SFDC by closely monitoring smart list behavior.
- Cleaned Marketo instance through standardization and optimization of activated campaigns.

### Spectraforce - Marketing Specialist

2019 - 2020

- Led internal and external rebrand rollout and website launch strategies.
- Identified benchmark website and social content performance KPIs.
- Built, managed and optimized social advertising campaigns.
- Created graphics and content for social, advertising, editorial and website use.

### AppSmart - Marketing Specialist

2017 - 2019

- Defined brand voice, target audience personas and inbound marketing content strategy.
- Built, managed and refined lead nurture campaigns in HubSpot.
- Continuously improved CTR, CR and ROI through A/B testing, HubSpot Analytics, Google Analytics and heat map data.

### North Carolina Press Services - Media Buyer

2016 - 2017

- Generated strategic, data-driven marketing programs to promote NCPS.
- Built and managed strong client relationships to identify and obtain goals through digital, print, and social advertising campaigns.

### Exit Intel - Client Success Manager

2015 - 2016

- Provided e-commerce clients with strategic on-exit marketing campaigns to boost sales conversions.
- Assessed and optimized campaigns through web traffic analysis, e-commerce market trends, and A/B testing.

### COCG, A Division of Healthgrades - Digital Marketing Advisor

2014 - 2015

- Identified SEO, conversion, and user experience growth opportunities through hospital website data and search traffic analysis.
- Collaborated with analysts to build and consistently optimize organic and paid search, display, and social advertising campaigns to improve conversion rates and downstream revenue for healthcare companies.

### SlickEdit - Marketing Manager

2010 - 2014

- Built, managed, and optimized PPC marketing campaigns.
- Generated press and product reviews through media and blogger relationships.

### DZone - Managing Editor, Community Relations Manager

2009 - 2010

- Led a team of industry-leading tech writers.
- Increased readership and community engagement through social media and multi-channel content initiatives.
- Gained editorial coverage as press at industry trade shows.

## Education

### North Carolina State University

2005 - 2009

Bachelor of Science in Business Administration, Marketing Concentration, French Minor, GPA 3.9

### University of North Carolina at Chapel Hill

2021 - 2022

Full Stack Coding Boot Camp

## Key Platform Expertise

- |                   |                    |                     |
|-------------------|--------------------|---------------------|
| • Marketo         | • Adobe InDesign   | • Bootstrap         |
| • HubSpot         | • Google Analytics | • Bulma             |
| • SFDC            | • Asana            | • Agile Methodology |
| • Copper CRM      | • Trello           | • Git               |
| • Nimble CRM      | • HTML5            | • Fluent in French  |
| • WordPress       | • CSS3             |                     |
| • Unbounce        | • JavaScript       |                     |
| • Adobe Photoshop | • React            |                     |