

MICHELLE MCMANUS

Web | CRM | Social Media | Search Engine Optimization | Email

Nashville, TN | 615.720.2682

michelle@getdigitalwithmichelle.com

SENIOR DIGITAL MARKETING AND SOLUTIONS LEADER



Senior Digital Marketing and Solutions leader with more than 16 years of broad experience in B2B and B2C environments within globally established companies. Experienced leading and handling large scale projects in multi-functional areas working collaboratively with cross-functional teams in a global setting. Extensive expertise with three of the top marketing automation platforms, managing web project on multiple content management platforms, vendor evaluation, selection and program implementation. High level of expertise in needs assessment, quality assurance, managing suppliers, program administration and training, communicating deadlines and completing projects on time and under budget.

PROFESSIONAL EXPERIENCE

AIG Global Consumer Insurance; Nashville, TN

Director, Digital Marketing & Solutions | 2014 – 2016

Responsible for developing and implementing marketing plans and programs for the consumer life product tower and Financial Network distribution channel comprised of 130 firms and 800 financial professionals. Orchestrated strategic marketing relationships with agencies, vendors and agency management. Provided leadership that included working with consulting partners and IT partners on a variety of projects.

- Managed social compliance platform and sales enablement program – analyzed brand rankings for financial professionals. Ran field compliance reports. Responded to market conduct exams.
- Successful in migrating to Eloqua email marketing platform – conceptualizing and developing templates, segments and working to identify key stakeholders and gather business requirements.
- Managed four different web properties for all stages of development to include conceptualizing, compliance and stakeholder approval, staging, testing, and deployment.
- Consulted with firms and agents on tactics, requirements, and strategies for sales success. Agents routinely achieved All Star designation and top 5% profile view rankings after consultations.
- Designed training programs for AIG Financial Network and Partners Group through collaborations with Mindset Digital, Facebook, LinkedIn and Twitter.

AIG Life and Retirement / American General Life & Accident Insurance; Nashville, TN

Senior Marketing Analyst, Digital Marketing | 2010 – 2014

After working at OHL for more than a decade, I was recruited to AIG to develop a strategic digital consumer marketing program as well as conceptualize and build a social compliance and sales enablement program from the ground up. I was responsible for vendor selection, budget management, developing tools, content creation and approval, and managing the compliance, technology platforms and training of 800 financial professionals nationwide.

- Introduced SEO remediation plan, increasing clicks by 5000% and boosting impressions by 4,500% after investigating traffic drop for American General.
- Provided thought leadership, identified trends and implemented best practices for digital marketing to build brand presence and word of mouth online.
- Designed training programs for AIG Financial Network sales.
- Evaluated vendors, negotiated contract, deployed and administered first ever social media program for agents.
- Evaluated marketing automation platforms. Implemented ExactTarget.

KEY SKILLS

- Customer Relationship Management
- Marketing Analytics
- Social Media
- Search Engine Optimization
- Marketing Automation
- Corporate Brand Development
- Email Marketing
- Strategic Planning & Implementation
- Project Management
- Corporate Training & Workshops

INDUSTRY AWARDS

Insurance and Financial Communicators Association (IFCA)

- 2015 Honorable Mention and Award of Excellence for Recruiting Materials and Video
- 2014 Award of Excellence

Transportation Marketing and Communications Association (TMCA)

- 2010 Award of Merit for Website Redesign Project
- 2008 Award of Merit, Integrated Marketing category
- 2008 Award of Merit in the New Media category
- 2006 and 2010 “Award of Merit” in the New Media category

Nashville American Marketing Association (NAMA)

- 2010 Achievement in Marketing Award Finalist, B2B category
- 2008 and 2010 Achievement in Marketing Award Finalist B2B category

CERTIFICATIONS

- Hubspot Inbound Marketing (2016)

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PROFESSIONAL EXPERIENCE (Continued)

OHL/ Ozburn-Hessey Logistics; Nashville, TN

Online Marketing Manager | 2007 – 2010

Promoted to develop and implement digital strategies encompassing inbound marketing, growing online brand awareness, search engine optimization (SEO), content development, site architecture and demand generation.

- Spearheaded the execution of website re-design and migration to new domain; project yielded a 600+% ROI.
- Drove Marketo integration, led global website launch and deployed lead scoring protocols and tools.

Web Marketing Specialist | 2006 – 2007

Led all online activities including strategy and implementation, SEO, content development and lead generation.

- Drove business growth and gained wide-scale industry recognition after executing search engine optimization strategies.
- Played critical role in the migration from Microsoft CRM to Salesforce.com and integration of Eloqua.

Marketing Specialist | 2004 – 2006

Worked in close collaboration with sales and marketing departments to uncover opportunities for new product development and monitored SEO activities.

- Ensured corporate internal website maintenance and managed client contracts.
- Administered Microsoft CRM and played instrumental role in the migration from proprietary system; selected to train sales team on newly adopted CRM.

Marketing Coordinator | 2002 – 2004

Served as liaison to sales, finance and marketing teams.

- Played key role in developing direct marketing campaigns.
- Maintained corporate and internal websites.

Project Coordinator | 2000 – 2002

Supported sales, human resources and finance departments in creative and administrative functions.

- Developed and launched first intranet site. Received innovation award from CEO.
- Managed multiple marketing programs simultaneously, from conception through execution, ensuring all elements created, produced, and delivered on time.

EARLY CAREER

Previous employers include Northern Telecom, Tennessee Department of Environment and Conservation, the United States Navy.

PROFESSIONAL AFFILIATIONS

- Social Media Advancement Council Member; LIMRA / LOMA (2015-2016)
- Marketing and Communication Co-Chair; Nashville Young Professionals (2014-2016)
- e-Communications Chair; TMCA (2006-2008)

EDUCATION

SkillCrush

Ruby on Rails | 2016

- Ruby & Ruby on Rails
- Sinatra
- Working with Databases
- Deploying Ruby Apps to Heroku
- Deploying Rails Applications
- Testing with Rspec

Mindset Digital University

Online Social Media U | 2015

- Facebook Advertising
- LinkedIn and Twitter Best Practices
- Search Engine Optimization

Quinnipiac University, Online

Social Media Certification | Fall 2014

- Strategic Planning
- Social Media Engagement
- Content Marketing & Strategy
- Measuring Social Media Success

Nashville State Technical Institute

Associates Studies | 1992- 1994

- Business Ownership and Management
- Computer Programming