

# MICHELLE MCMANUS

Ruby on Rails | PostgreSQL | ActiveRecord | Sinatra | Heroku | Project Management

Nashville, TN | 615.720.2682

michelle@getdigitalwithmichelle.com



## TARGETING ENTRY LEVEL RUBY ON RAILS / COMPUTER PROGRAMMING POSITION

Accomplished senior business manager and analyst with 16 years of digital project experience now seeking a challenging entry level software development opportunity in a dynamic environment where innovation, continued education, aptitude and potential are valued and rewarded. I am eager to begin an entry-level position so that I may utilize my knowledge in an organization where I can grow.

I am currently completing a 3-month course on Ruby on Rails through Skillcrush. Expected completion in June. Projects to date have leveraged Ruby, Rubygems, Rspec, PostgreSQL, ActiveRecord and Sinatra. Other tools include Brackets, Bootstrap, Github.

### PROFESSIONAL EXPERIENCE

AIG Global Consumer Insurance; Nashville, TN

**Director, Digital Marketing & Solutions** | 2014 – 2016

*Promoted to this role to support digital marketing projects for two distribution channels, the life product tower. Responsible for forging relationships with business stakeholders, agencies, vendors and management within financial firms. Provided leadership and strategic guidance working with other marketing analysts, legal and compliance, consulting partners and global IT partners on a variety of projects.*

- Reduced and analyzed operational risks and responded to market conduct exams for AIG Financial Network
- Responsible for administration and training on social compliance and sales enablement program for 130 firms, 800 financial professionals.
- Successful in migrating from ExactTarget to Eloqua's email marketing platform – conceptualizing and developing templates and segments, working to identify key stakeholders, gather business requirements, gain consensus, execute and analyze campaigns.
- Managed four different web properties for all stages of development to include conceptualizing, compliance and stakeholder approval, staging, testing, and deployment.

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 and implement the digital marketing strategy for the QoL consumer market as well as conceptualize and build a social compliance and sales enablement program from the ground up. Responsible for vendor selection, budget, security assessment, contract negotiation, implementation of selected technologies and stakeholder buy-in.*

- Worked on critical SEO remediation plan, increasing clicks by 5000% and boosting impressions by 4,500%.
- Provided thought leadership, analyzed key trends and implemented best practices for digital marketing to build brand presence and word of mouth online.
- Oversaw deployment of ExactTarget. Conducted and analyzed campaigns.

### KEY SKILLS

- Familiarity with Salesforce.com
- Large-scale project management
- Web Management
- Drupal, Wordpress, Tridion experience
- Sharepoint

### PROFESSIONAL DEVELOPMENT

SkillCrush

**Ruby on Rails** | 2016

- Ruby & Ruby on Rails
- Sinatra
- PostgreSQL and ActiveRecord
- Deploying Ruby Apps to Heroku
- Testing with Rspec

Google Certification

**Fundamentals Exam** | 2016

Facebook & Twitter

**Completion of Blueprints** | 2016

**Completion of Flight School** | 2016

Hubspot

**Inbound Marketing Certified** | 2016

Mindset Digital University

**Online Social Media U** | 2015

Quinnipiac University, Online

**Social Media Certification** | 2014

Nashville State Technical Institute

**Associates Studies** | 1992- 1994

# MICHELLE MCMANUS

Ruby on Rails | PostgreSQL | ActiveRecord | Sinatra | Heroku | Project Management

Nashville, TN | 615.720.2682

michelle@getdigitalwithmichelle.com



## TARGETING ENTRY LEVEL RUBY ON RAILS / COMPUTER PROGRAMMING POSITION

### 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.

### ACHIEVEMENTS

**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)**

- 2008 and 2010 Achievement in Marketing Award Finalist B2B category

### 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)