

MICHELLE MCMANUS

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

Nashville, TN | 615.720.2682

michelle@getdigitalwithmichelle.com

AWARD-WINNING DIGITAL MARKETING LEADER



Thought-leading Senior Marketing Director, continually earning industry recognition for devising cutting-edge marketing campaigns that capture target audiences and maximize ROI while expanding brand exposure to generate incremental revenue. Clever relationship builder, cultivating partnerships to forge strategic initiatives for high level and cross functional stakeholders. Diverse background encompasses success in digital communications, strategic marketing programs, and sales training.

PROFESSIONAL EXPERIENCE

AIG Global Consumer Insurance; Nashville, TN

Director, Digital Marketing & Solutions | 2014 – 2016

Steered the strategic vision for digital marketing efforts to build brand exposure and expand reach for AIG Life and Retirement, AIG Financial Network, and AIG Partners Group. Charged with direct oversight of complete social media program management while motivating and mentoring a passionate team of 800 financial professionals and marketing directors from 130+ firms.

- Improved personal brand and rankings for financial professionals by conducting 1-on-1 consultations, employee trainings, workshops and webinars.
 - Achieved All Star designation and top 5% profile view rankings.
- Gained recognition from the Insurance and Financial Communicators Association on 2 separate occasions for leading outstanding digital projects.
- Recommended by Chief Marketing Officer to join the LIMRA/LOMA Social Media Advancement Council.
- 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

Directed all aspects of launching digital campaigns for 2 brand channels, partnering with internal teams and partners to ensure alignment between campaign strategies and creative execution. Drove brand awareness, talent acquisition and sales across all digital channels with emphasis on growing online presence.

- 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.
- Developed first ever social media program for agents to build their professional brand on social media.
- Chosen to present social media program to top global leaders from AIG in NY.

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.

KEY SKILLS

- Customer Relationship Management
- Marketing Analytics
- Social Media
- Search Engine Optimization
- Marketing Automation
- Corporate Brand Development
- Email Marketing
- Content Development
- 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

PUBLICATIONS

- Published in 3PL Executive (2005)

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PROFESSIONAL EXPERIENCE *(Continued)*

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 while maintaining corporate and internal websites.

- Played key role in developing direct marketing campaigns.

Project Coordinator | 2000 – 2002

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

- Awarded “Wizard of Oz Award” for innovation from CEO as a result of launching the company’s first intranet.
- Managed full lifecycle of internal newsletter from design concept, content development and distribution.

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 Best Practices
- Twitter Best Practices
- Search Engine Optimization

Quinnipiac University, Online

Social Media Certification | Fall 2014

- Impact across the organization
- Understanding Communities
- Strategic Planning
- Social Media Engagement
- Content Marketing & Strategy
- Measuring Social Media Success

Nashville State Technical Institute

Associates Studies | 1992- 1994

- Business Ownership and Management
- Civil and Construction Engineering
- Computer Programming

CERTIFICATIONS

- Hubspot Inbound Marketing