



ROB MALINOWSKI

(HE/HIM)

FULL STACK MARKETER

PROFESSIONAL

MassMutual | August 2016 - Present

May 2020 - Present

Product Owner - Digital Adoption

- Responsible for digital adoption marketing campaigns (email, direct mail, paid social, in-app) that reach hundreds of thousands of current customers.
- Partnering within our digital organization to lead delivery of scoped digital adoption initiatives such as: conversion-assisting pop-ups, refreshes to our email confirms, content on the signup page, and more.
- Managing a budget of nearly \$1 million.
- 37% increase in MassMutual online accounts since joining the team.

/*-----As part of the Early Career Rotational Program-----*/

Aug 2019 - May 2020

Marketing Consultant - Talent Brand & Experience

- A first member of an HR team that applies marketing strategy to recruiting.
- Supported/led a marketing mix of: conferences & events, email marketing, organic/paid social, job boards, SEO, & more.
- Designed and coded pages on careers.massmutual.com. Inheriting a challenging vendor CMS, I also picked up CSS & Bootstrap on my own time.

Aug 2018 - Aug 2019

Marketing Consultant - LifeScore Labs

- Helped plan and execute initial go-to-market strategy as the first marketer to join this ~8 month old fintech startup.
- Brought on and led rollout of HubSpot as the integrated CRM, CMS, and Marketing Automation platform of choice.
- Launched social media, email marketing, direct mail marketing, PR, video content, conference activations, media buys, a webinar, & more.

Aug 2017 - Aug 2018

Marketing Consultant - Integrated Marketing

- Operated as an account manager on this new team that partnered with BUs to help execute coordinated campaigns.
- Helped manage nearly \$100K in media across organic/paid social, industry media buys, email, and SEM.

Aug 2016 - Aug 2017

Marketing Consultant - Brand Management

- Part of this Fortune 100 company's Brand Refresh team; contributing most notably to the corporate PPT templates.

OVERVIEW

A seasoned Marketer with expertise in digital, agile environments. With a lean mindset, I help teams deliver often and with compelling experiences that drive key results.

TOOLBOX

FB Ads Manager	LinkedIn Ad Manager	Miro
CSS3/HTML5 (Basic)	Browser Dev Tools	Slack
Google Analytics	Looker	Tableau
Full Story		
Bootstrap	Invision (Basic)	Sketch
EasyRetro		
Squarespace	Powerpoint (Advanced)	HubSpot
Jira/Confluence	Smashfly	Biteable/Canva
MailChimp	UTM Builders	GroupMap
Github		
Excel (Vlookups/Pivots)	Adobe Ps/Id/Lr/Dw	

HONORS & CERTS

- CSPO (Scrum Alliance)
- CSM (Scrum Alliance)
- Software Security Yellow Belt (SJ)
- ALMI (LOMA)
- FSRI Level 1 Certificate (LOMA)
- Eagle Scout

LET'S CHAT

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EDUCATION

UMass Amherst | Graduate Certificate Business Analytics | 2018 - 2020

Certificate program comprised of five Masters courses. 4.0 GPA

Bentley University | BS Marketing | 2013 - 2016

- English and Media Studies Minor
- Graduated Summa Cum Laude (3.85 GPA) at age 20.
- Honors Program