

ROB MALINOWSKI

(HE/HIM)

FULL STACK MARKETER

PROFESSIONAL

MassMutual | August 2016 - Present

■ **Digital Adoption Product Owner | May 2020 - Present**

- Establishing and driving overall strategy for digital adoption marketing campaigns.
- Coordinating and leading a high-volume program of activations (such as letters, postcards, buckslips, email & social) that reach six-figure audiences.
- Recommending new content and campaign opportunities based on VOC data, behavioral analytics, key business metrics and user session replay.

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

■ **Talent Brand & Experience | Aug 2019 - May 2020**

- A first member of an HR team that applies marketing strategy to recruiting.
- Supported/lead a marketing mix of: conferences & events, email, organic/paid social, job boards, SEO, & more.
- Designed and coded webpages/updates for careers.massmutual.com. Additionally responsible for the subdomain's web analytics.
- Supported refresh of MM's Employee Value Proposition (EVP).

■ **LifeScore Labs | Aug 2018 - Aug 2019**

- 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.
- Built numerous MVPs: social media, email, direct mail, PR, print, video, conference assets, media buys, a webinar, & more.

■ **Integrated Marketing | Aug 2017 - Aug 2018**

- 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.

■ **Brand Management | Aug 2016 - Aug 2017**

- Managed requests, & provided brand guidance, for the MassMutual logo.
- Part of this Fortune 100 company's Brand Refresh team; contributing most notably to the corporate PPT templates.

EDUCATION

UMass Amherst | 4-Course Business Analytics Cohort | 2018 - 2020

Four Masters courses completed through MM's Rotational Program. GPA: 4.0

Bentley University | BS Marketing | 2013 - 2016

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

OVERVIEW

A seasoned Marketer with expertise in startup environments. A lot of my style & perspectives are shaped by "The Lean Startup" (Ries) & "Principles" (Dalio).

TOOLBOX

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

HONORS & CERTS

- ALMI (LOMA)
- FSRI Level 1 Certificate (LOMA)
- HubSpot Inbound Marketing Certificate
- Eagle Scout

LET'S CHAT

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