

ROB MALINOWSKI

(HE/HIM)

FULL STACK MARKETER

PROFESSIONAL

MassMutual | August 2016 - Present

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

- Driving strategy & execution of digital adoption marketing campaigns.
- Coordinating and leading a high-volume program of activations (such as postcards, buckslips, email & social) that reach X00k audiences.
- Led the strategy and launch of the enterprise's first on-exit modal; driving 76% lift in MoM e-bill enrollment for logged in users at a 6% CTR.
- 21% increase in MassMutual online accounts since joining the team.

/-----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.
- Launched numerous MVPs: social media, email, direct mail, PR, print, video, conference activations, 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**

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

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

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
Miro | EasyRetro | GroupMap | Lean Coffee
Squarespace | Powerpoint (Advanced)
Excel (Vlookups/Pivots) | Adobe Ps/Illustrator/Dw

HONORS & CERTS

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

LET'S CHAT

Rfmalinowski@gmail.com
(802) 399-0780