

Anne Taylor Murlowski

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Education

Colorado State University, Fort Collins, CO **Majors:** Technical Journalism & Liberal Arts

Skills Summary

Experienced in developing innovative marketing campaigns utilizing search engine optimization, paid media, marketing automation, social media, email marketing and blogger outreach. Confident facilitator and corporate trainer.

Well-versed in the use of: Agile Marketing, Account Based Marketing, Affiliate Marketing, Pardot, Marketo, Salesforce, SEMRush, Drift, Social Studio, Adobe Photoshop, Cision, Hootsuite, and Google Analytics.

Professional Experience

SENIOR MANAGER, DIGITAL MARKETING

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SEPTEMBER 2020 - CURRENT

Broomfield, CO

- Managed paid media spend of \$4M+ across SEM, Social, Content Syndication and Cost Per Lead Programs. Achieved target pipeline goals over consecutive quarters.
- Maintained consistent brand messaging and paid media strategy across two divergent brands while undergoing merger and acquisition processes to transition to a single brand.
- Owned digital strategy including launch of new corporate website across multiple regions and languages.
- Coached five direct reports including developing career paths and working collaboratively to exceed individual contributor goals for the digital strategy team as a whole. Responsible for team hiring including working with external recruiting agencies to identify best-in-class candidates for open roles.
- Activated global campaign initiatives by building and owning omni-channel digital media plans for corporate events, lead generation and corporate sponsorships.
- Responsible for all vendor relationships including RFP process for paid media programs and agency relationships. Managed contracting process working collaboratively with legal and purchasing.

DIGITAL MARKETING STRATEGIST

Scaled Agile

NOVEMBER 2019 - SEPTEMBER 2020

Boulder, CO

- Executed go to market campaign for the launch of remote training products including refining segmentations and implementing multi-touch communication channels. Increased established audience engagement by 101%.
- Developed strategy and launched a comprehensive social listening campaign in collaboration with the Customer Success team to identify customer support tickets, legal and licensing violations, and sales opportunities.
- Coordinated development of Marketo landing page template and owned landing page build outs.
- Improved digital ad spend by implementing KPI tracking and refining campaign structures to target customer personas and drive sales. Increased class registration using social media advertising.
- Spearheaded channel marketing advertising strategy using influencer marketing tools to positively impact partner sales for global training providers, including campaigns in Ireland, India, and Australia.
- Championed SEO strategy including enabling keyword research and monthly search performance monitoring.

DIRECTOR OF MARKETING	AUGUST 2016 - NOVEMBER 2019
MARKETING MANAGER	AUGUST 2014 - AUGUST 2016
<i>SuiteHop</i>	<i>Denver, CO</i>
<ul style="list-style-type: none"> Established brand identity for a startup company to bring well-received brand voice and style to advertising, media relations and website messaging. Managed marketing strategy and budget. Built a marketing team from the ground up, providing creative direction to in-house marketing staff and a team of external contractors responsible for producing marketing collateral including print, digital, public relations, video and SEO. Created CRM infrastructure (SalesForce) to produce marketing reporting dashboards. Calculated marketplace KPIs and ROAS. Analyzing sales data to evaluate customer trends and develop customer personas. Managed omnichannel lead gen, including implementation of SEO, e-mail, radio, print, display, microsites influencer marketing, and direct mail. Overall marketing strategy resulted in consistent website traffic increase of 45% annually and 330% annual increase in ecommerce transactions. Built content marketing automation process including chatbots to generate marketing qualified leads. Established lead nurture and retention program. Developed strategies for increasing customer lifetime value and lowered acquisition costs using Account Based Marketing. 	
SOCIAL MEDIA MANAGER	MAY 2013 – AUGUST 2014
<i>Shane Company</i>	<i>Denver, CO</i>
<ul style="list-style-type: none"> Responsible for strategy and implementation for the national footprint of Shane Co. social presence including Facebook, Twitter, Google+, Pinterest, Instagram, Yelp and other review sites. Managed corporate blog team consisting of 21 local store contributors. Managed blog editorial timeline. Increased ROI on digital media spend by analyzing ad performance and optimizing spend. Executed local events plan for building community presence within Yelp Elite network. Managed influencer marketing program and secured paid advertorial partnerships. 	
CONTENT SPECIALIST	JULY 2011 – MAY 2013
<i>A-Train Marketing Communications</i>	<i>Fort Collins, CO</i>
<ul style="list-style-type: none"> Responsible for the development of digital marketing strategy, search engine optimization, social media strategy and training for all A-Train clientele. Assisted with project management by developing project directions and relaying information, including creative direction to design team and copywriters. Created content and tracked production timelines. Attended milestone meetings and drove digital account strategy for top clients. 	
MARKETING AND COMMUNICATIONS MANAGER	AUGUST 2010 – JULY 2011
COMMUNICATIONS COORDINATOR	FEBRUARY 2009 – AUGUST 2010
<i>Delta Delta Delta Fraternity</i>	<i>Arlington, TX</i>
<ul style="list-style-type: none"> Developed a marketing plan for national campaign ‘Fat Talk Free Week’, an online cause-campaign reaching over 88,000,000 viewers via TIME online, CNN, MSNBC, Huffington Post and countless blogs. Created content and tracked production timelines while coordinating the publication of e-newsletters for nationwide membership and volunteers. Developed and implemented plans for social media engagement including use of Twitter, Facebook, LinkedIn and Flickr. Grew Twitter followers over 3,400 and Facebook over 10,000, in a 1 year period. Content managed TriDelta.org and chapter extension websites including formal redesign. 	