

Shawn Stone

Digital Marketer

Marketing professional with experience in planning and organizing marketing campaigns for lead generation, spreading brand awareness, and identifying potential customers while also optimizing campaigns by analyzing data using the latest technologies.

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New York 📍

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PROFESSIONAL EXPERIENCE

Digital Strategy Manager The Mailworks

12/2019 – Present

Albany, New York

Achievements/Tasks

- Constructed and implemented digital marketing campaigns using Google Ads, Google Tag Manager, LinkedIn Ads, Facebook Ads, and monitored leads using CRM software.
- Created annual marketing campaign reports for monitoring campaign performance that were used for our marketing team to make crucial business decisions moving forward.
- Analyzed data from marketing efforts to calculate conversion rates and overall ROI of campaign.
- Oversaw communication between Marketing and Development/IT teams to make sure needs from both were understood during projects.
- Built custom coded landing pages for multiple storefront websites using HTML, CSS, Javascript, jQuery, and PHP.
- Maintained SEO standards and monitored overall site performance.

Marketing Analyst/Front-End Web Developer The Mailworks

04/2018 – 11/2019

Albany, New York

Achievements/Tasks

- Developed webpages from designer designs using HTML, CSS, JavaScript, jQuery, and PHP.
- Integrate new user features using JavaScript/jQuery and Ajax to improve users' web experience.
- Manage company storefronts through Magento and Wordpress platforms.
- Created annual marketing reports and discovering consumer trends to assist in determining marketing campaign initiatives while managing budgets for Ad spend.

Frontend Web Developer Givdapps

10/2017 – 12/2017

Remote

Achievements/Tasks

- Web design, Development, and Implementation of new web features using frontend languages. (HTML, CSS, Javascript).
- Connected website pages to unify site identity in a consistent manner.
- Gained experience in the non-profit sector.

Social Media / Website Coordinator Intern BuildPay LLC

06/2016 – 12/2016

Troy, New York

Achievements/Tasks

- Monitored and regularly interacted on company social platforms (Twitter, Facebook) to engage with leads and grow brand awareness.
- Web Design, Development, and Implementation of web pages for a customer facing Wordpress website showcasing the company's brand.
- Added collaborative tools such as Google Suite to company workflows to establish a more unify way of doing business between teams to boost productivity.

EDUCATION

Bachelor of Science in Informatics University at Albany

09/2014 – 12/2017

TECHNICAL SKILLS

Digital Marketing

Google Ads, Google Analytics, Google Tag Manager, Facebook Business/Ads Platform, LinkedIn Business Manager, CRM Experience

Business

Proficient user in Microsoft Office Suite including Excel and Powerpoint.

Web Development

Javascript, jQuery, CSS, HTML, PHP

SOFT SKILLS

Verbal and Written Communication

Managing Team Collaboration

Critical Thinking

PERSONAL PROJECTS

shawnstone.me

- Personal web development portfolio website.

CONFERENCES & COURSES

B2B Marketing Exchange

Demand Gen Report's B2B Marketing Exchange

- One of the largest marketing conferences in the country focused on Account Based Marketing Strategies.