





JOSEPHINE HARDY

MARKETING DIRECTOR

CONTACT

-  +1 808-738-2075
-  josiemangani@gmail.com
-  Rogers, Arkansas
-  /josephinehardy

EDUCATION

**BA, English Literature
& Creative Writing**

University of Melbourne
2010 | Melbourne, Australia

CERTIFICATIONS

Hubspot Inbound
Certification

Google Adwords Search
Certification

SKILLS

//PROFESSIONAL

- Content Marketing
- Marketing Strategy
- Copywriting
- SEO
- Social Media Marketing
- Public Relations

PROFILE

Little info about me: I am a self-starter who thrives in the fast-paced environment of a startup. Having grown my career as the first, and usually only, marketer at a company, I know that being proactive and adaptable to change is essential for success. Time is short, budgets are small, but the thrill of success is huge. Marketing may be the voice of the company, but to tell the right story it takes a close relationship with every department. I love that my job shines a spotlight on the combined efforts of every team, and it is for this reason that failure isn't an option.

PROFESSIONAL EXPERIENCE

DIRECTOR OF MARKETING *Qbox* | January 2019 – Present

I currently lead the Supergiant marketing team based in the United States and Ukraine. Supergiant, a project by Qbox.io, provides Kubernetes training, support and consulting to enterprise companies.

- Increased web traffic by 600%. (Currently averaging 14K visitors per month)
- Grew email list from 0 to over 1000 subscribers in 6 months
- Planned and executed major conference sponsorships at KubeCon and Open Source Summit, winning significant leads for the company
- Creating a content lead generation pipeline through the use of webinars, product guides, videos, blog posts, and eBooks

FOUNDER & PRINCIPAL CONSULTANT *InboundMate* | June 2017 – January 2019

I founded InboundMate to help startups establish their brand and generate sales using affordable marketing techniques.

- Set up PR opportunities that saw clients interviewed in The Wall Street Journal, Forbes and Arkansas Business
- Published blog posts, articles, website copy and case studies created to attract target audience and generate leads
- Recorded YouTube videos that have generated 1.2K – 6.1K views each

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SKILLS

// TECHNICAL

- Google Analytics
- Adobe Photoshop
- Adobe InDesign
- Canva
- HTML & CSS
- Wordpress

AWARDS

FAST 15, 2018
NWA Business Journal

VOLUNTEER WORK

**NWA PROFESSIONAL
WOMEN'S BOOK CLUB**
Founder & Organizer
2017 – 2019

GIVECAMP NWA
Board Member
2018

NWA TECHFEST
Board Member
2017 - 2018

PROFESSIONAL EXPERIENCE (CONTINUED)

DIRECTOR OF MARKETING

Acorn: The Influence Company | June 2016 – June 2017

Acorn is an influencer marketing agency servicing brands such as General Mills, P&G and Kimberly-Clark, among others.

- Established Acorn marketing presence by publishing 100s of blog posts and implementing a social media strategy
- Increased number of website visitors from 0 to over 8,000 per month
- Developed an SEO strategy that earned top Google page rankings for our website pages and blog posts
- Created sales collateral including case studies, proposals and post-campaign analysis for client services

MARKETING MANAGER

DataRank | June 2014 – June 2016

DataRank was a social listening startup acquired by Simply Measured in September 2015. Fun Fact: The founder of Simply Measured discovered Datarank through the content I published to our LinkedIn page!

- Delivered \$130k worth of inbound customers through organic marketing
- Generated 100s of leads through a blog newsletter email list
- Produced all marketing efforts for DataRank including blog posts, website copy, eBooks, infographics, research studies and PR
- Assisted in executing =LIFT 2015, the first conference held by Simply Measured

REFERENCES

Myra Dallas

President, Acorn Influence

t: 479 530-8910

e: mdallas@acorninfluence.com

Kenny Cason

Former CTO, DataRank

t: 479 387-2446

e: kenneth.cason@gmail.com