

Hyper-motivated marketing and lead generation professional

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School of Visual Arts, New York, NY

Bachelor of Fine Arts (BFA), Advertising

2004—2008

Google AdWords Certified, Google Analytics Certified

MARKETING CONSULTANT

September 2014 — Present

Main Street Hub

Austin, TX

- Uninterrupted high-volume prospecting for new business opportunities — 100 cold calls every day
- Engage potential buyers with consultative yet direct selling approach, to set 20+ appointments weekly
- Strategic targeting of select markets and areas to generate qualified leads in Salesforce

MARKETING & DEMAND GENERATION

March 2011 — September 2014

CorovaLeads

Austin, TX

- Managed marketing campaigns across multiple channels: display ads, video, mobile, and social media
- Designed lead nurturing drip marketing campaigns, creating emails, full calendar scheduling & criteria
- Directed content creation including website, newsletters, sales tools, whitepapers, & case studies
- Managed all aspects of marketing investments, assets and planning budget across all programs
- Built lead generation campaigns for Fortune 1000: Dish Network, Sears, ADT Corporation, etc.,
- Formed strategic partnerships with interactive agencies: Matomy, Breakaway Media, ReviMedia, etc.,

DIGITAL MEDIA MANAGER

January 2010 — March 2011

88Key Media

Houston, TX

- Managed several profitable search advertising campaigns, reporting on key insights from analytics
- Crafted lead generating forms and landing pages, as well as digital content to increase conversion
- Built high quality targeted email lists, ensuring deliverability, maintaining data quality and compliance

RELEVANT SKILLS

Marketing Automation
Email & Search Marketing
Landing Page Optimization
HubSpot

Campaign Management
Lead Scoring & Qualifying
Content Marketing
Infusionsoft

Database Segmentation
A/B Testing
Analytics & Reporting
WordPress