

DIGITAL PROJECT MANAGER

Skills

Strong quantitative and qualitative problem solving skills. Excellence in digital marketing including Facebook, Twitter, Google+, and LinkedIn.

Experience

02/2017 to Current

Digital Project Manager Company Name 1/4 City , State

- Responsible for managing digital projects and bringing teams together to make things happen.
- Leading, empowering, facilitating and communicating.
- Used data from marketing analysis and reporting to drive sales and business development goals.
- Organize and oversee all promotional activities, including major events with operating budgets up to \$20,000.
- Created a cradle to grave marketing approach that began with initial marketing outreach and ends with data tracking and analytics.
- Created metrics to evaluate: Who is visiting 6 Salon in digital and in social media spaces, what marketing channels are driving customers, which customers are best driving revenue, and what is the lifetime value of a customer.

05/2015 to 02/2017

Marketing Associate Company Name 1/4 City , State

- Develop comprehensive marketing strategy for 6 Salon based on corporate goals and objectives.
- Daily management of social media platforms, as well as real time analytics of performance goals.
- Perform primary research activities, and evaluate market opportunity based on secondary research.
- ACCOMPLISHMENTS.
- Developed and executed social media strategies, which has increased our online presence by 400%.
- Used data from marketing analysis and reporting to drive sales and business development goals.
- Organize and oversee all promotional activities, including major events with operating budgets up to \$20,000.
- Created a cradle to grave marketing approach that began with initial marketing outreach and ends with data tracking and analytics.
- Created metrics to evaluate: Who is visiting 6 Salon in digital and in social media spaces, what marketing channels are driving customers, which customers are best driving revenue, and what is the lifetime value of a customer.

05/2012 to Current

Director Company Name 1/4 City , State

- Develop comprehensive marketing strategy for 6 Salon based on corporate goals and objectives.
- Daily management of social media platforms, as well as real time analytics of performance goals.
- Perform primary research activities, and evaluate market opportunity based on secondary research.
- ACCOMPLISHMENTS.
- Developed and executed social media strategies, which has increased our online presence by 400%.
- Used data from marketing analysis and reporting to drive sales and business development goals.
- Organize and oversee all promotional activities, including major events with operating budgets up to \$20,000.
- Created a cradle to grave marketing approach that began with initial marketing outreach and ends with data tracking and analytics.
- Created metrics to evaluate: Who is visiting 6 Salon in digital and in social media spaces, what marketing channels are driving customers, which customers are best driving revenue, and what is the lifetime value of a customer.

08/2004 to Current

Stylist / Product Sales Company Name 1/4 City , State

- Create and maintain a loyal customer base.
- Use both creative styling techniques to expand the reputation and reach of 6 Salon.
- Drive new product sales to existing customers, while growing marketshare for 6 Salon.
- ACCOMPLISHMENTS.
- Ranked #1 out of 45 sales representatives for promotion and sales of high end hair products.
- Established a loyal customer base in a saturated marketplace, leading to client referrals, and increased marketshare.
- Created an efficient supply chain within 6 Salon to manage clients, existing inventory, and the procurement of new inventory.
- Recognized for having the highest client retention rate at 52%.

05/2011 to 09/2011

Lead Intern Company Name 1/4 City , State

- Marketing and Research Responsibilities: Henkel is a \$20 Billion USD corporation in the Aerospace, Automotive, Industrial, and Cosmetics markets.
- Their brands include: Dial Soap, Loctite, Purex, Schwarzkopf, and Got2B.
- Responsible for marketing and PR activities in the Cosmetics Division.
- ACCOMPLISHMENTS.
- Cross-functional team lead on an innovative new product launch.
- Utilized secondary research to gain insights regarding product performance needs.
- Managed design development of packaged products.

- Managed consumer events from planning to public relations.
- Worked on the design and production of sales collateral and marketing materials.
- Analysis of competitive and house brand marketing data focusing on the "Got To Be" Product line.
- Earned promotion to become head intern for the Vice President of Marketing.

Education and Training

2014

Bachelor of Science : Marketing and Business Management Oakland University Marketing and Business Management

Skills

approach, Automotive, brand marketing, budgets, business development, competitive, client, clients, driving, functional, inventory, team lead, managing, marketing analysis, Marketing and Research, marketing strategy, marketing, market, marketing materials, PR, problem solving skills, procurement, promotion, public relations, real time, reporting, research, sales, Soap, social media platforms, supply chain