

## DIGITAL STRATEGY MANAGER

### Professional Profile

Results-oriented Digital Strategist with experience creating strategic alliances between internal and external stakeholders to effectively align with, and support key digital business initiatives. Visionary and strategic thinker with solid experience managing all levels of multiple projects including budgeting and planning.

### Qualifications

- User-centered design
- Project management
- Paid search
- Search engine optimization
- Social media marketing
- Website measurement and analysis
- Strong communication skills
- Critical thinking

### Relevant Experience

- **Leadership:** Served as key contributing member to Senior Leadership team.
- **Design & Strategy:** Implemented digital strategy by managing the design, development, and content curation for a digital library branch to expand the services offered to patrons.
- **User Experience & Content Quality:** Rolled out website governance guiding the management of digital assets.
- **Research & Insights:** Created website and mobile app analytics dashboard to measure traffic and usage, and assess areas for improvement.
- **Online Marketing:** Managed ad spend of over \$200k to consistently increase click through rates and online sales.
- **Project Management:** Managed project goals, timeline, tasks, and budget to launch 3 website redesigns, 1 new website, and a mobile iOS application in a span of 18 months.

### Experience

Company Name City, State Digital Strategy Manager 01/2015 to Current

- Accountable for the Library system's digital strategy and digital assets including overseeing the management of 7 websites and an iOS mobile application.
- Managed team of 2 of web professionals and multiple interdepartmental teams of Librarians, administrators, and Executive Leadership.
- Worked collaboratively with vendors to keep projects on task, on time, and under budget.
- Spearheaded cross-functional project to achieve a 12% decrease in website bounce rate and an 18% increase in engaged website visits.
- Strengthened organization brand by leading a project to develop a custom iOS mobile application integrating with internal systems and a responsive website.
- Directed the strategic initiative to launch the new summer program website including management of design creatives, user experience, testing and content curation.
- Served as mentor to junior team members.

Company Name City, State Web Services Manager 11/2011 to 12/2014

- Managed team of 4 Webmasters and 44 content contributors across the organization.
- Defined strategy and key performance indicators for public facing and internal websites.
- Directed strategic initiatives to achieve and enforce website standards and governance model.
- Identified strategic digital goals and measured performance against targets.
- Built financial model for new business unit, including the management of a \$450k yearly budget.
- Served on the City/County Web Governance Board, Public Information Senior Leadership team, and Extended Information Services and Technology Senior Leadership team.

Company Name City, State Web Metrics Analyst 02/2008 to 10/2011

- Developed metrics used to determine inefficiencies and areas for improvement across 65 business units within the Global Small and Medium Business division.
- Tracked, analyzed and interpreted trends in website usage and engagement data.
- Conducted analysis of business unit website and social media traffic data, to make design and marketing recommendations based on findings.
- Drafted monthly lead and revenue reports and forecasts.
- Conducted root cause analysis and presented findings and recommendations to executives and other stakeholders.
- Collaborated with cross-functional teams to implement a migration from the Surfaid Analytics tool to the Unica NetInsight Analytics platform.

Company Name City, State Website Administrator 07/2006 to 02/2008

- Updated and managed existing website properties.
- Translated abstract requirements into concrete user workflows and interactive designs.

- Drove the alignment of business requirements, user-centered design methodology and technology factors to create successful UX designs.
- Solicited feedback and validation from business and technical team stakeholders.
- Conducted in-person and online user trainings to assist employees and external committee members with managing community content.
- Designed and delivered mission critical change request tool using Microsoft SharePoint to ensure the highest levels of availability and performance.

Company Name City , State Internet Marketing Manager 12/2005 to 07/2006

- Developed website content, meta descriptions and page titles in support of SEO strategies.
- Directed comprehensive PPC campaigns for external clients in order to increase brand awareness and boost rates of organic and paid click-through.
- Planned and managed ad spend budgets in excess of \$200k.
- Analyzed performance of all marketing programs to identify the best opportunities for optimization.
- Completed strategic competitive analysis by assessing strengths and weaknesses of competitors.
- Created usability reports outlining the pitfalls that contribute to decreased leads and conversions.
- Designed wireframes identifying recommendations for website improvement.
- Conducted root cause analysis on isolated issues and presented findings to clients and other stakeholders.

#### Education

Master of Science : Technology Management 2010 University of Maryland, University College , City , State , USA

Coursework in E-Commerce

Bachelor of Arts : Information Systems and Management 2004 Wayne State University , City , State , USA Coursework in Website Management Skills

- **Website Design & Development:**Â HTML5, CSS3, PHP, Drupal, WordPress, InvisionApp, Adobe PhotoShop, Adobe Fireworks, Microsoft SharePoint
- **Online Marketing:** Â Google Adwords, Yahoo AdCenter, Facebook Ads, Twitter Ads
- **Website Measurement & Analysis:**Â Google Analytics, Google Tag Manager, Mouseflow, Unica NetInsights, Coremetrics