

GLOBAL SR. MANAGER, PAID MEDIA
Professional Summary

I am a digital and product marketing professional with 13 years of experience, helping businesses increase their brand presence, engage with their customers and generate revenue throughout the customer lifecycle. My success comes from understanding and speaking to customer needs, creating compelling programs and pushing the boundaries of today's innovative marketing platforms to drive measurable results.

Core Qualifications

- Digital Marketing
- Social Media Marketing
- Lead Generation
- Brand Management
- Online Advertising
- Search Engine Marketing
- Product Marketing
- Strategic & Tactical Planning
- Storytelling
- Content Creation
- Product Messaging
- Mobile Marketing

Experience

Company Name City , State Global Sr. Manager, Paid Media 04/2014

- Pioneers Rackspace's paid marketing initiatives to drive lead generation and eCommerce conversion through customer engagement
- Develops strategy for enterprise, mid-market and SMB marketing plans to ensure digital programs contribute to business growth Manages annual budgets of \$6M across six differentiated business units
- Collaborates with Creative, eCommerce and Brand teams to ensure a consistent story is told throughout the user experience
- Provides business insights to internal clients to realize cross-channel efficiencies and optimization.

Company Name City , State Director of Digital Marketing 01/2013 to 11/2013

- Led HP Autonomy's search engine marketing, online advertising, blog and social media content and marketing strategy
- Worked directly with HP Autonomy business units to conceptualize content and messaging and integrate this into lead generating digital campaigns to promote product pushes
- Created and oversaw blogging platform recognized as the consistent top performer of all HP Software blogs, with over 35 contributing authors
- Managed HP Autonomy's social profile, increasing social awareness by 50% and digital lead generation by 75% for HP Autonomy within three months through aggressive content creation and promotion

Company Name City , State Director of Product Marketing 06/2011 to 01/2013

- Worked closely with C-level management to set product vision, messaging and market positioning for Autonomy's Promote suite of technologies
- Raised portfolio awareness by creating and managing divisional strategic marketing implementation plans across all marketing channels and devices for company's customer experience management , mobile, and eCommerce solutions
- Conducted educational and promotional speaking engagements, videos, whitepapers and sales collateral for Autonomy's marketing optimization platform, generating over 500 sales leads in one quarter
- Devised and created high level marketing collateral, including case studies, sales presentations, white papers, and strategic marketing briefs, targeting C-level executives

Company Name City , State Account Director 06/2010 to 05/2011

- Managed a \$5.5M marketing budget, developing and executing marketing strategies and budget planning for major telecommunications company
- Worked directly with client to create multi-channel e-commerce marketing programs to drive bottom-line results and increase brand loyalty
- Managed large-scale mobile and website redesign project to raise customer engagement and adoption
- Developed business strategies that increased product awareness and brand image over website and mobile platforms

Company Name City , State Sr. Marketing Manager 01/2008 to 05/2010

- Managed all marketing content creation and marketing initiatives for North American market while working with global team to ensure synergies
- Developed content and executed strategic plans against budget, managing successful project from inception to completion
- Controlled overall company image and messaging across all marketing collateral in print, interactive, social media and electronic formats
- Increased brand visibility in North American market by 60% in one year through on and offline marketing campaigns -- including SEO/SEM, mobile, social media, website, events, and print

Company Name City , State Account Manager/Director 10/2006 to 11/2007

- Developed and executed against interactive marketing plans and initiatives for client's six CPG brands
- Conducted competitive and industry analysis to make informed recommendations to key stakeholders
- Improved structure for measuring and reporting campaign performance against ROI, resulting in 75% increase in tracking of KPIs

Company Name City , State Interactive Account Supervisor 02/2005 to 10/2006

- Identified and scoped interactive opportunities across all agency accounts, including brand, lead generation and e-commerce
- Developed, trained and enriched agency's interactive department for account management, media and production functions
- Worked with Business Development team to increase interactive projects by 150%

Company Name City , State Sr. Account Manager 09/2003 to 01/2005

- Promoted and ensured consistent brand messaging through all interactive channels
- Developed strategic retail business and interactive marketing plan for client's penetration into growing market segments
- Conducted and analyzed interactive research and competitive information to advise on brand strategy, increasing brand presence in online sector

Company Name City , State New Media Manager 12/2000 to 09/2003

- Directed strategic online marketing branding efforts for the Telecommunications, Media & Entertainment and High Tech website segments
- Created targeted interactive campaigns for select clients, increasing loyalty by 75% in three-month timeframe
- Implemented online business processes to increase new business leads by 110% in one year

Education

Masters of Business Administration : International Marketing Georgia State University , City , State , USA

International Marketing

Bachelors of Science : Dietetics University of Maryland , City , State Dietetics

Skills

account management, advertising, agency, brand strategy, branding, budget planning, budgets, budget, Business Development, business processes, business strategies, C, competitive, content, content creation, conversion, client, clients, e-commerce, e-commerce marketing, eCommerce, HP, image, industry analysis, Director, managing, marketing plan, marketing plans, market positioning, marketing strategies, marketing strategy, marketing, market, marketing collateral, messaging, enterprise, online marketing, optimization, presentations, Product Marketing, promotion, speaking, reporting, research, retail, sales, strategy, strategic, strategic marketing, strategic plans, white papers, telecommunications, vision, website