

## INTERIM SENIOR DIGITAL MARKETING STRATEGY MANAGER

### Summary

I am a digital marketing and strategist specializing in lead generation through content strategy, digital campaign optimization, and marketing on digital and social media platforms.

### Highlights

- Dependable
- Direct marketing campaigns
- Mobile marketing
- Excellent written and verbal communicator
- Deadline-driven
- Enthusiastic team player
- Market segmentation
- Advertising
- Self-directed
- Problem solving
- Leveraging third-party analysis
- Cross-functional team leadership
- Decisive
- Competitive analysis
- Go-to-market strategy development
- Project management
- Creative and Innovative

### Accomplishments

Developed social media strategy

Increased leads through social media engagement and marketing by %%% over XXX time.

Implemented social media management software

Managed Radian 6

### Experience

Interim Senior Digital Marketing Strategy Manager 08/2015 to 01/2016

Company Name City , State

- Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends.
- Collaborated with advertising and promotion managers to promote products and services.
- Managed new product and content releases.
- Promoted brand awareness through SEO optimization and attractive web design.
- Wrote creative and engaging briefs for internal and external agencies.
- Worked effectively in a heavily cross-functional, fast paced environment.
- Managed, mentored and developed a team of [Number] product managers.
- Spearheaded the creation of blogs and social media content.
- Managed all company customer engagement campaigns.
- Manage team of eight content coordinators, writers and social media managers
- Oversee social media management
- Develop digital content strategy
- Responsible for analytics and content reporting including SEO and social media
- Generate leads through content marketing, social media advertising and PPC
- Lead nurturing campaigns and email communications/ lead generations.

Owner 07/2010 to 08/2015

Company Name City , State

- Developed digital strategies that support organization's business goals and objectives
- Spearheaded the creation of blogs and social media content. Managed, mentored and developed a team of [Number] product managers. Produced engaging online marketing campaigns. Planned and managed budgets in excess of \$100,000.
- Communicated with designers, graphic producers, video editors and videographers to create cohesive company voice.
- Content development including blogs, email newsletters, presentations and video
- Led social media initiatives for hospitals and service lines
- Managed Site Core content development for a major website migration
- Community manager for social media platforms (Facebook, Twitter, Pinterest, Google +)
- Blog for consumer and B to B audiences
- Wrote e-newsletters
- Responsible for search engine optimization, marketing and pay-per-click campaign management.

Co-owner/ founder 08/2010 to 01/2016

Company Name City , State

- Co-founder of networking events company specializing in social media for women

- Host Twitter parties, created branded campaigns, manage email marketing
- Work with brands such as UPS, Google, Logitech, Zagat, Frito Lay
- Planned and managed budgets in excess of \$[Amount]. Evaluated return-on-investment and profit-loss projections. Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends.
- Manage social media accounts for brands
- Operate franchises in Chicago, New Jersey and Atlanta.

Writer 10/2008 to 01/2016

Company Name City , State

- Features staff writer for monthly, local magazine.
- Wrote unique text for SJ Magazine, including general and branded content.

Manager 02/2010 to 07/2010

Company Name City , State

- Developed strategy and implemented first social media marketing initiatives.
- Content manager for Virtua.org, VirtuaWoman.org and VirtuaBaby.org
- Produced presentations for senior leadership and internal communications
- Led staff and external agencies to develop products and promotions, analyze sales, manage trade shows, purchase media, provide creative services, and conduct PR.
- Led a cross-functional team through the product development lifecycle and strategic planning functions for a new release of [Type] product, generating over [\$] in sales.

Manager 01/2008 to 02/2010

Company Name City , State

- Editor and writer for award-winning publications, The Virtua Voice and HealthSavvy.
- Managed freelance and staff writers.
- Developed and managed internal communications, events and campaigns.
- Managed internal web-based demand generation campaigns by collaborating with internal channels to ensure brand consistency and best practices. Conducted market research to rationalize category and segment opportunities.

Senior Marketing Specialist 05/2006 to 01/2008

Company Name City , State

- Editor and writer for award-winning internal publication, The Virtua Voice.
- Developed and managed external and internal communications.
- Produced annual employee and patient satisfaction videos.
- Contributed to relevant blogs, conferences and events both off-line and online to increase brand awareness. Analyzed ratings and programming features of competitors to evaluate the effectiveness of marketing strategies.

Marketing Specialist 09/2005 to 05/2006

Company Name City , State

- Produced marketing and patient education materials.
- Wrote and produced monthly e-newsletters and service line newsletters.

Writer/Producer 10/2003 to 09/2005

Company Name City , State

- Wrote, produced and edited promotional campaigns for television and the web.
- Collaborated with designers, photojournalists and reporters for promotional content.
- Supervised a team of [Number] editors, associate producers and production assistants on a wide range of projects.
- Coordinated post-production for [Number] different shows per [Time period].
- Set up equipment for broadcasts and promotions at station remotes. Wrote and produced short-form content, sizzle reels and image spots. Wrote, produced and cut concepts and spots for show launches, current shows and advertiser-sponsored campaigns. Led concept development, graphics, storytelling and delivery of segment ideas. Collaborated with team leadership and other key stakeholders on key editing and production decisions.

Associate Producer 01/2000 to 10/2003

Company Name City , State

- Wrote, produced and directed promotional campaigns for brands.
- Collaborated with videographers, editors, designers and talent for production.
- Collaborated with team leadership and other key stakeholders on key editing and production decisions. Produced [Number] television and digital news segments each [Time period]. Led concept development, graphics, storytelling and delivery of segment ideas. Wrote, produced and cut concepts and spots for show launches, current shows and advertiser-sponsored campaigns.

## Education

Bachelor of Science : Telecommunications and Speech May 2000 Kutztown University City , State , USA GPA: Cum Laude

Cum Laude

## Skills

Photoshop \* Video editing software including AVID, Final Cut Pro and Apple iMovie \* Content development and strategy \* Content management systems including Blogger, Sitecore and Wordpress \* Copywriting and editing \* Email campaigns \* Google analytics \* Apple/Mac platforms and applications \* Microsoft Office Suite \* SEO \* PPC campaigns \* Salesforce \* Radian 6 and other social media Listening tools \* Social media platforms and engagement consoles \* Video content development including scriptwriting and storyboarding \*