

DIGITAL MARKETING MANAGER

Summary

10 years of experience with both agency and client side experience. Strong written & presentation skills, creative & strategic thinking, and analytical skills with the ability to operate at both the strategic and tactical levels. Along with excellent time-management and project-management skills, relationship building, team management, market research and consistency in tune with latest market trends.

Highlights

Mac and PC; Microsoft Windows and Vista; Microsoft Office; Smartpath, Project Tracker, SharePoint, JIRA, Tempo, Google Analytics, SearchMart, Search Light, Kenshoo, SEOMoz, Google Adwords, AdRoll

Experience

Digital Marketing Manager 11/2012 to Current Company Name City , State

- Responsible for planning, optimizing, implementing and analyzing natural and paid search engine marketing activities; aligning top-to-bottom management of our pay-per-click (PPC) and search engine optimization (SEO) activities.
- Manage a team of 5 employees.
- Develop and maximize the sales funnel process from audience to acquisition to grow revenue.
- Drive sustainable revenue growth trajectory and ensures positive return on investment while keeping an eye on managing above and below the line performance goals Execute integrated marketing plans to build brand awareness and acquire new customers using digital marketing.
- Help drive overall Content Marketing strategy for Lead Gen Programs.
- Influence Social Media Marketing Strategies to help generate ROI through all channels.
- Measure, test and optimize acquisition campaigns to drive new revenue, ensure acceptable ROI, conversion and lifetime value metrics.
- Responsible for all budget management associated with SEM.
- Manages all relationships with external vendors.
- Provide digital marketing thought leadership to organization.
- Stay current on research and emerging trends - clearly communicating an impact of changes and new developments.
- Develop and facilitate training sessions to grow knowledge across SEO, PPC and Digital Marketing Develop best practice guides around SEM.
- Develop and implement process guidelines across Global Marketing Organization.

Digital Marketing Manager 02/2012 to 11/2012 Company Name City , State

- Primary owner of strategic planning, development and execution of critical marketing programs including but not limited to SEO, PPC, Email, Content Marketing programs.
- Responsible for developing the overall email strategy that best meets the business needs; this includes email frequency, email address management, email subject lines and coordination of various tests as identified by the segmentation and media teams.
- Testing includes offers, customer segmentation, creative and messaging.
- Conduct research and analysis to prioritize all initiatives based on opportunity and business priority alignment.
- Increase traffic, revenue and business acquisition through paid and natural search.
- Owns all relationships with external vendors Lead internal cross-functional team and external vendor partners in completing project activities on-time and within budget.
- Oversees invoicing for all vendors Collaborate with key functional areas to evaluate performance and provide recommendations Manages 4 direct reports to facilitate timely completion of projects.
- Prepare and communicate both regular and ad hoc reporting on online marketing performance.
- Independently works with business stakeholders to identify KPIs, develop dashboard or scorecard reports and interprets metrics to deliver sounds, data driven recommendations.
- Provide opportunities for associates to take ownership of initiatives and coach to successful completion.

Sr. Marketing Manager 06/2011 to 02/2012 Company Name City , State

- SEO Project Management Clients: Procter and Gamble (Crest, Crest Pro-Health, Crest Complete, Dawn and Cascade Create a detailed project plan and marketing strategy in alignment with brand and search campaign goals and objectives Ensure the successful execution of key plan deliverables in accordance with deadlines, scope, account hours and budget Work in conjunction with external agency partners to coordinate execution and timing of plan milestones Initiate and manage campaign tasks and deliverables in accordance with the project plan, deadlines, resource availability & scope Manage day-to-day operational aspects of accounts, as well as client/external agency interactions Collaborate with external partner agencies and stakeholders to ensure unified goals, plans and timing Document key performance metrics to monitor campaign Monitor campaign hours, resources and scope to ensure work is within budget Identify activities that may lie beyond the scope of the campaign and escalate to the appropriate internal stakeholders Develop plan and process documentation to monitor progress of the campaign Build strong, positive relationships with external agency contacts and internal team members Foster the exchange of ideas, takeaways and best practices throughout the project management team and agency Manage 4 project managers (on my brands) and Project Management department interns and evaluate performance quarterly.

Sr. Marketing Manager 09/2010 to 06/2011 Company Name City , State

- e-Marketing and Creative Services Clients: Human Recourses, Recruiting and Trainings as well as own and manage WSM (Web Search Marketing Solely manage the Web Search Marketing (SEO) project - involving 18 separate product groups - encompassing over 3000 pages on the MathWorks website.
- Includes developing new plan, process and schedules to kick project off from scratch.

- Oversee all creative initiatives for Human Resources, Recruiting and Training.
- lead project for Career Page redesign) Manage email program - careers and newsletters.
- Successfully develop strategic strategies and project plans/schedules.
- Actively analyze competitive companies in order to improve understanding of customer needs and expectations.
- Prepare and lead weekly status meetings.
- Work with internal clients on yearly planning and budgeting.

Sr. Program Manager 04/2010 to 09/2010 Company Name City , State

- National Association of Realtors, National Pen, Newsweek and HouseLogic.com Organizes, plans, and works cross-functionally with clients' marketing & technology teams as well as internal e-Dialog teams to deliver on clients' expectations, developing email strategies, detailed project specifications and providing end-to-end project management.
- Work to grow and develop the clients' overall email program through industry best practices, privacy and legal requirements, identifying efficiencies and improving relevancy Participate in development of strategy discussions, client presentations, marketing and tactical plans Provide weekly/monthly reports and insights on program performance by proactively monitoring email campaigns and competitive market information to make effective tactical recommendations and campaign adjustments Manage monthly client billing, overall budget and forecasting Member of the Process Task Force for Professional Services.

Sr. Account Executive 06/2006 to 04/2010 Company Name City , State

- Staples own in-house agency Technology (Easy Tech), Copy & Print, Field Marketing (strategic markets/new markets/VIP events), All Digital initiative (Online-Interactive).

Account Executive 11/2005 to 06/2006 Company Name City , State

- GE, Workscape, Life Line and Beth Israel Deaconess Medical Center.

Branch Marketing Manager 05/2005 to 11/2005 Company Name City , State

Education

BS : Business Administration Marketing Psychology 5 2005 Framingham State College City , State Business Administration Marketing Psychology

Creative Concepts/Advance Creative Concepts courses completed through the Ad Club as well as Effective Speaking/Advanced Effective Speaking courses and Strategic Writing Certifications Google Analytics Individual Certification, Google AdWords Certification, Google Analytics Fundamentals Certification, Google Partner Member

Skills

Ad, agency, billing, budget management, budgeting, budget, coach, com, competitive, Content, conversion, Crest, client, Clients, Dialog, documentation, Email, forecasting, functional, Human Resources, invoicing, leadership, legal, Mac, managing, Marketing Strategies, marketing plans, Marketing strategy, marketing, market, meetings, messaging, exchange, Microsoft Office, Microsoft Windows, works, natural, newsletters, online marketing, Page, Pen, presentations, progress, Project Management, project plans, Speaking, Recruiting, reporting, research, sales, search engine optimization, strategy, Strategic, strategic planning, Vista, website