

DIGITAL CLIENT LEAD

Experience

05/2014 to Current

Digital Client Lead Company Name i/4 City , State

- Client: ExxonMobil Responsibility: Play an important role in a technology centric account; spearheading strategy and project leadership in ExxonMobil's Next Gen Global Web development efforts Lead a team that consists of UX, Search, Analytics, Technology, Creative and PM to establish Client's business goals into measurable end-products through requirement gathering and collaborations with EM's key players Deliver Agency POVs, present subject matter solutions based on learning from the analytics, consumer insights, and technology trends to help with Client's decision making process Champion US PVL/CVL sites post-launch operational efforts, including content management and updates, overall optimizations and technical implementations Manage EM's User Database Marketing efforts, craft short term/long term email marketing communication strategy and development plans in partnership with the planning team Responsible for budget tracking - annual vs.
- project based estimates, work completed to-date, vendor invoices, billing to-date and year-end accrues Projects: ExxonMobil's Next Generation Web Developments (US, Russia, China), User Database Marketing; Search (On-Site Search, SEO), Analytics, Site Content Management.

04/2014 to 05/2014

Digital Account Director Company Name i/4 City , State

- Managed digital strategy, creative and production process in partnership with a traditional account team Contributed in the 2015 digital planning effort - a \$3 million integrated proposal across web, social, CRM, digital media, PR Consulted the Restasis web analytics and reporting process; proposed a web optimization plan in an effort to create a more effective user conversion path to elevate the overall conversation rates Helped with recruiting subject matter experts to expand Agency's digital capabilities Contributed in company's overall growth; facilitated a RFP process; presented in a new business pitch Projects: Website Development and Optimization (Desktop, Tablet, Mobile); rEVO iPad App; Omniture Reporting; Google Analytics; Webmaster Tool; SEO; Paid Search; Banners; Emails.

06/2012 to 04/2014

Digital Account Supervisor Company Name i/4 City , State

- Led and managed the wide network of Land Rover online businesses, integrated marketing campaigns, and various digital projects; made quick and precise decisions based on data that positively reflected the business outcome Acted as a hybrid between account and digital producer with solid understanding of technical environment to lead conversations with the developers; strong understanding of current and emerging web development technologies, front-end and back-end technologies, social media, APIs and CMS to communicate technical needs throughout an organization Responsible for Client relationship building; owner of communications between all partners (Global and Regional) Contributed in establishing the US online business as an international pilot market; liaison with the UK Client team on various assignments related to brand, product and tech on daily basis Participated in research and strategy exploratory; developed brand creative briefs; project managed all digital related project from end-to-end; monitored the analytics and optimized the experience based on metric results Developed project scope for upcoming fiscal year that included new, existing and buzz-worthy work Supervised and trained the Account Executives; ensured quality of work from all layers before it leaves the Agency Projects: Range Rover Sport - "Race The Sun" Integrated Digital Campaign: Rich Mobile Experience (Vehicle Configuration, Interior 360 View, Mobile Game); Immersive Interactive Film Mobile Apps: Trail Less Traveled Range Rover App; Land Rover Owner's App; In-Control Car Integration Digital Media: In-Market Dynamic Banners; Media Partnerships; Rich Desktop/Mobile Banners Websites Development and Maintenance: Global Desktop Site (responsive); Tier 1 Mobile Sites; Tier 2 regional Dealer Sites (responsive); Micro-Sites; Vehicle Configurators; Site Tagging; Site Retargeting; Inventory Search Tools; Database Management; Lead Form Creations and Lead Optimizations; CMS - SDL Tridion.

02/2010 to 01/2012

Integrated Account Supervisor Company Name i/4 City , State

- Kohl's; Nasdaq (US, Global); Verizon; Novartis - Reclast Responsibility: Strategically led and managed multi-million dollar campaigns from end-to-end; helped a major retail Client successfully integrated the digital efforts with the traditional work stream Presented constant digital support and expertise; actively contributed key market insights, trends and solutions Maintained Client contact and demonstrated a true partnership by offering strategic input throughout the process Accountable for Client budget, agency quality of work; managed creative process and executions Developed and presented in-depth reporting and comprehensive campaign analyses on a quarterly basis Supervised junior account staff and conducted performance reviews to ensure they are on track to advance Projects: Social Media (Facebook): Engagement Apps, Games, Contest, Sweepstakes Campaign integration: TV, Radio, Print, Micro-sites, Rich Media Banners, Web Videos.

12/2007 to 01/2010

Digital Account Executive Company Name i/4 City , State

- J&J CPG - Neutrogena, Aveeno; J&J Rx - Remicade; ExxonMobil Novartis OTC - Benefiber, Prevacid; CibaVision (US, Global) - Dailies; Medicis - Restylane Responsibilities: Developed campaign strategies and recommendations using emerging technology and social media platforms to achieve various Client marketing goals Managed all account functions, creative process that ensured complete work accuracy Presented ideas in Client discussions, translated Agency perspectives which added value in client's businesses Acted as key contact to Clients, partner Agencies, and vendors and fostered strong relationships with all parties Developed project Scope Of Work, creative brief, timelines and managed production budgets Projects: Digital Experiences: Mobile App; Augmented Reality; Touchscreen

eDetail (Interactive HCP VisAid) Social Media (Facebook): Engagement Ads, Fan Pages, Apps, Promotions, Contests, Videos Other Digital Projects: US and Global specific Websites, Banners, TV Ads, Print, emails, CRM.

10/2006 to 12/2007

Integrated Account Executive Company Name i/4 City , State

- Worked as an integrated account lead between digital and CRM; provided constant support to team and Clients Developed market insights and competitive analysis that lead to the great creative ideas and strategies Participated in the initiation, presentation, and completion of all projects Managed the communications between the team and the Clients, partnered Agencies and vendors on daily basis Developed project estimates and managed budgets and forecast with a high degree of accuracy Projects: Websites (Branded & unbranded), Banners, CRM, Emails, Direct Mail, SEO, Print Ads, Posters, FSI, DRTV.

Education

September 2006

BBA : Marketing Advertising Pace University i/4 State GPA: GPA: 3.54/4.0 Marketing Advertising GPA: 3.54/4.0

Skills

Ads, Agency, Banners, billing, budgets, budget, CMS, competitive analysis, Content Management, conversion, CRM, Client, Clients, Database Management, Database Marketing, decision making, Direct Mail, email, Film, Google Analytics, UX, Inventory, marketing, Market, marketing communication, network, Next, Optimization, performance reviews, Posters, PR, producer, project leadership, proposal, quality, quick, Radio, Reality, recruiting, relationship building, reporting, requirement, research, retail, RFP, social media platforms, strategy, strategic, strategy and development, Sun, TV, View, Website Development, Web development, Websites, Webmaster, year-end