

DIGITAL MARKETING PROFESSIONAL

Versed in Multi-Channel Digital Marketing Execution for B2C/B2B

DIGITAL B2C MARKETING HIGHLIGHTS

Led team in implementation of digital engagement for Chrysler's Northeast Business Center for a digital email campaign to in-market shoppers and CDJR owners in the NE US. Oversaw and developed creative for Chrysler internal marketing team.

Online marketing: Redesigned website for Meals on Wheels chapter and developed SEO strategy that achieved Page1 rank on Google SERPs for competitive search terms.

AREAS OF EXPERTISE

- Marketing Communications
- Direct/Email Marketing (B2B/B2C)
- Website/Landing Page Development
- Mobile Marketing / SEM / Retargeting
- Vendor / Project Management
- Analytics/Reporting/Data Mining
- SEO Content Writing / Keyword Analysis

WORK EXPERIENCE

MRM MCCANN

New York, NY • Feb 2016–Sept 2016

Digital Marketing Agency

Cadillac Account Director (Feb 2016 – Sept 2016)

Digital Account Lead acting as remote liaison servicing Cadillac NYC clients for MRM team in Detroit. Oversee digital production for desktop/mobile sites, online display advertising and CRM/Email. Manage a \$4M Digital Production Budget.

- **GM World Platform.** Developed customer journeys for new website technology platform that would allow for custom content on web pages, online banners and database connectivity.
- **CRM/Email.** Led exploration of new interactive email technologies for owner and brand communications to create a more immersive user experience on mobile.

CACTUS SKY DIGITAL

Sarasota, FL • Feb 2011–Feb 2016

Digital Marketing Agency

Digital Marketing Manager (Feb 2011 - April 2013) | **VP of Digital Marketing** (April 2013 – Feb 2016)

Lead all key client digital marketing strategies, business development initiatives and technology decisions for company products and services.

- **Tier 3 Marketing Chrysler Corp.** Led team in implementation of digital engagement for Chrysler's Northeast Business Center for a digital email campaign to in-market shoppers and CDJR owners in the Northeast United States. Built and tracked landing pages to gauge conversion rates and verify geo targeting of audience.
- **Client Success.** Leveraged mobile marketing strategies to incorporate database mining, marketing automation, Facebook ads, YouTube and retargeting to help Mote Marine Research Lab increase Reef plate license plate sales 30% Year over Year.
- **Operational Success.** Oversaw the successful implementation of several major new technology platforms which included sourcing and selecting vendors, negotiating contracts, onboarding, testing systems and training internal teams, transitioning assets and clients to new platform.

LEMZEM INC.

Sarasota, FL • Feb 2010–Dec 2010

Health Oriented website/startup

Partner, VP of Marketing

Helped launch a startup for a website/community for health-oriented grocery items that allowed for user input, reviews and a searchable database of food products with detailed nutritional information.

- **Social Media.** Leveraged database of Trader Joe's products to run a Facebook PPC campaign to build an audience of 1,500 fans of the brand to drive traffic to site.

- **Operational Success.** Developed branding, UX for website, sourced platform/vendors and process for building out product database.

PBS REAL ESTATE

New York, NY • 2003–2009

Boutique commercial real estate firm

Marketing Director

Built in-house advertising agency for company from scratch to propel it to the forefront of its market through dedicated and focused efforts. Delivered significant cost savings with in-house staff.

- **Major Wins.** Wrote and packaged winning RFP responses that played pivotal role in capturing clients including Timberland and Levi's, resulting in \$10M in new revenues.
- **Print Media Buys.** Saved 40%+ off book rates by negotiating media buys for print and online advertising contracts with major publications including *New York Times*, *New York Post*, and *Women's Wear Daily*.

PETSNOB'S INTERNATIONAL

New York, NY • 2003–2006

Dog apparel manufacturer

Principal / Founding Partner

Led entrepreneurial venture from concept to thriving operation distinguished by a unique brand.

- **Comprehensive Branding.** Developed complete portfolio of marketing tools and PR outcomes including sales collateral, B2B website, PPC campaigns, editorial placements/product reviews.
- **Strategic Alliances.** Forged partnerships with retailers including Saks Fifth Avenue and a major retail catalog by cultivating relationships from trade shows and website leads.

NEWMARK KNIGHT FRANK

New York, NY • 1996–2002

Commercial real estate firm

Design Director

Produced corporate identity portfolio including newsletters, reports, and signage. Led internal design team to produce marketing collateral within tight budgets. Guided first company website including content management, database of online listings, demographic profiling, and online surveys.

- **Rebranding Initiative.** Created fresh look and compelling messages by leading multi-disciplinary team to develop new corporate sales kit, corporate website, and internal communications.
- **Industry & Company Recognition.** Received acclaim for work from CEO of Hasbro and from President of 34th Street Partnership. Acquired multiple internal letters of recognition from Newmark executives.
- **Award.** Won Employee of the Year award for outstanding performance in 1998.

CONSULTING WORK

2005-Present

PRINCETON PROPERTIES — New York, NY. Developed comprehensive marketing campaign for Class A property to include email broadcasts, micro-website, broker events and printed collateral. Site: www.tower52nyc.com

ST MICROELECTRONICS — New York, NY & London, UK. Organized, edited, and proofed 350+ slides for Multi-national Fortune 500 semiconductor manufacturer's annual investor/analyst conference.

PROFESSIONAL PROFILE

EDUCATION

BFA in Industrial Design, UNIVERSITY OF WASHINGTON — Seattle, WA

Professional certificate: E-Business (web marketing & business development), NEW YORK UNIVERSITY, 2001–2003

Certification: Apple Certified Support Professional 10.5

COMPUTER | ONLINE | CODING SKILLS

Software/Platforms:

CONTENT CREATION: Illustrator CC - Photoshop CC - InDesign CC – Dreamweaver CC

PRODUCTIVITY: Microsoft Office 2013 Suite | Google Enterprise Apps | Insightly CRM

WEB DEVELOPMENT: Wordpress | Landing page optimization | Lead Generation/Scoring

EMAIL PLATFORMS: Listrak, Yesmail, Blue Hornet, Real Magnet, Mailchimp, Campaign Monitor

DATABASE: Filemaker Pro, MySQL, Data Mining, Data Appending

MARKETING AUTOMATION: Funnels, Triggers, Lead Scoring, Drip Campaigns

Online Technologies:

XHTML - CSS – Mobile Web/Email | Responsive Design - Media Queries

ANALYTICS/TRACKING: Call Tracking, Google Analytics | Google Tag Manager

SOCIAL: Facebook for Business | Blogs | Content Development

SEM / RETARGETING: Google Adwords | Facebook Ads | LinkedIn Ads | Adroll

SEO: Keyword Analysis | Schema Markup | Citation Building | Google Search Console