

PROFESSIONAL SUMMARY

Analytics-driven digital marketing director with 17 years of progressive experience in digital marketing, SEO strategy, website optimization and Search Engine Marketing (SEM). I am a positive self-starter with the proven ability to maximize ROI, build brand authority, and deliver an outstanding customer experience.

I specialize in strategic/tactical planning and execution of integrated digital marketing initiatives encompassing: Go-to-Market strategy development and implementation, SEO strategy, SEM, website optimization, inbound marketing, and analytics. I am a passionate leader with the ability to communicate objectives to my team and ensure they have clear direction and resources to succeed.

TECHNICAL SKILLS

Marketing Automation: Act-On • **CRM:** Salesforce • **Website:** WordPress • **Analytics:** Google Analytics; MOZ; Native Social Media Tools • **Social Listening:** Hootsuite
SEM: Google AdWords; WordStream • **Internal Workflow Management:** SmartSheets

PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

Brightwing – Troy, MI
Marketing Director

2016 – 2017

- Transformed a reactionary marketing team into a cross-functioning team of subject matter experts with the ability to apply critical and conceptual thinking to every initiative.
- Managed a 3-person team: SEO Content Strategist; Graphic Designer; and Marketing Coordinator.
- Developed cross-channel digital marketing campaigns increasing marketing-generated new business opportunities.
- Drove strategy and tactical execution for end-to-end digital marketing campaigns successfully building quality candidate pipelines in a new market.
- Deployed company's first marketing automation platform, Act-On, successfully driving Marketing Qualified Leads to the lead gen team for conversion.
- Created a candidate marketing campaign strategy which reactivated the database and provided recruiters quality candidates to submit to open job requirements.
- Led new customer acquisition campaigns through SEM, SEO content marketing, website optimization, and social media marketing.
- Improved social media presence; gained 1K LinkedIn followers.
- Researched and analyzed the market to identify areas of opportunity for promoting Brightwing and securing the competitive edge in the industry.
- Integrated technology to replace a tedious workflow process for requesting marketing support with a one-click user experience, improving turnaround time, increasing productivity, and supporting the sales team with real-time solutions.
- Advocate for cross-departmental training to ensure the marketing department was fluent in the staffing and recruiting industry.
- Required my team to earn inbound marketing certification through HubSpot.

AWARDS/RECOGNITION: *Brightlight Leadership Quarterly Award (See it, Own it, Do it) Q3 2016; Tops in Operation Quarterly Achievement Award Q1 2017; Employee of the Month for Outstanding Corporate Citizenship May 2017.*

Lowry Solutions – Brighton, MI**2014 – 2016*****Digital Marketing Manager***

- Directed a small marketing team in developing, implementing, and measuring strategic, sales-aligned marketing activities across diverse channels to ensure corporate objectives were fulfilled.
- Directed strategy, SEO content development, and launch of corporate website redesign, increasing website engagement 70% and website conversion.
- Managed 3 direct reports; Sr. Digital Marketing Specialist, Social Media Marketing Specialist, and Copywriter.
- Reduced SEM spend \$60K by onboarding Wordstream, the AdWords monitoring platform.
- Increased marketing-generated opportunities from \$40K to \$1.4M (direct and indirect revenue).
- Developed and implemented integrated digital marketing initiatives to support all stages of the product life cycle: email marketing campaigns, SEM, social media marketing, and content marketing.
- Achieved an \$80K cost savings by identifying and correcting workflow inefficiencies and replacing an out-of-state vendor with a local agency.
- Negotiated marketing budgets from our channel market partners. Allocated funds to deliver maximum ROI for Lowry and our partners.
- Developed and implemented Key Performance Indicators for the marketing team, providing guidance and support to ensure professional development.

Merit Marketing & Communications – Troy, MI**2006 – 2014*****Sr. SEO Content Writer | Account Manager*****2009-2014**

- Fulfilled unique marketing goals for multiple B2B clients in both the private and public sectors through print and digital marketing activities.
- Developed and implemented strategic, multi-channel marketing initiative for clients – successfully maximizing ROI and building brand authority in the marketplace.
- Introduced SEM to all clients successfully increasing brand visibility and ROI.
- Served as main point-of-contact for clients. Attended meetings to provide analytic data and make recommendations for next steps in the marketing plan.
- Increased closed new business 60% for a manufacturing client by establishing an online presence through SEM and social media strategy.

Sr. Copywriter, B2B**2006-2009**

- Developed content for print ad campaigns, corporate collateral, and digital applications.
- Assisted with SEM ad development.
- Attended client meetings to gather project information.
- Collaborated with creative to ensure the end product fulfilled client expectations.

Previous Experience:**Green Creative – Copywriter | Account Manager 2003-2006****Ideas & Images – Copywriter | Account Manager 2001-2003****Entertainment Publications – Account Coordinator, Partnership Marketing | Publishing Specialist 2000 - 2001**

EDUCATION & CERTIFICATION**Bachelor of Science, English & Journalism (BS)**

Northern Michigan University – Marquette, MI

Inbound Marketing Certification – HubSpot (06/2016 – 07/2018)**Content Marketing Certification – HubSpot (06/2016 – 07/2018)****Email Marketing Certification – HubSpot (06/2016 – 07/2018)**