

Digital Marketing Director and brand strategist

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PROFESSIONAL SUMMARY

Digital marketing director, SEO content writer, and brand strategist with 19 years of progressive experience. Positive self-starter with a keen intuition for navigating the market to identify opportunities, build brand authority, and maximize Return on Investment. Complete ownership of channel marketing strategy, implementation, and budget allocation. Long-term professional relationships with respected vendors and market research firms including Sirius Decisions, Act-On, and Applied Storytelling.

TECHNICAL SKILLS

Marketing Automation: Act-On, MailChimp, and Constant Contact • **Market Research Firm:** Sirius Decisions • **CRM:** Salesforce and Microsoft Dynamics • **Website:** WordPress, DNN, and Evoq • **Analytics:** Google Analytics; native social media tools • **Social Publishing:** Hootsuite
SEM: Google AdWords • **Internal Workflow Management:** SmartSheets • **Microsoft Office:** Word, PowerPoint, Excel, and Outlook

PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

Flexible Plan Investments – Bloomfield Hills, MI

2017 – Present

Digital Marketing Director

Report to CMO with accountability for marketing automation tool, email marketing, multi-channel go-to-market strategy development and implementation, website optimization, reporting on metrics, content marketing, and leading/mentoring 3 direct reports. >>> Member of the marketing leadership team. Responsible for presenting metrics and recommendations to the owner and Executive Vice President.

- Reduced costs \$45K by replacing 5 independent marketing tools with one marketing automation tool, Act-On.
- Allocated a quarterly budget of \$40K to implement a multi-channel digital marketing strategy successfully increasing brand visibility and generating 215 new leads within 3 months.
- Defined a sustainable content mapping strategy to successfully segment our email marketing list. In doing so, we now have rules-based drip campaigns targeting our audience in all stages of the sales funnel/Buyer's Journey.

Brightwing – Troy, MI

2016 – 2017

Marketing Director

Reported directly to CMO with accountability for all marketing plans/programs, digital marketing strategy, brand building, business development and lead generation, sales support initiatives, vendor relationships, website management, email marketing, and content marketing for multiple verticals. >>> Member of the Executive Team. >>> Awarded: Brightlight Leadership Quarterly Award (See it, Own it, Do it) Q2, 2016; Tops in Operation Quarterly Achievement Award Q1 2017; Employee of the Month for Outstanding Corporate Citizenship, May 2017.

- 80% increase in Marketing Qualified Leads (MQL) through targeted, multi-channel marketing initiatives including digital marketing, paid advertising, and email marketing. Messaging developed based on collaboration with sales and executive leadership.
- 2.5% Q/Q growth in social media engagement.
- 12-month go-to-market strategy development and tactical implementation increased brand visibility and helped to close new business in Michigan and Texas.
- Direct and manage all website maintenance needs, including launching a new corporate site: gobrightwing.com.
- 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.
- Data Analysis & Strategic Planning: Monitor and leverage data analytics so marketing initiatives achieve business goals.
- Business development resulting in recorded revenue through strategic and tactical execution of end-to-end digital marketing campaigns.

Lowry Solutions – Brighton, MI

2014 – 2016

Digital Marketing Manager and SEO Content Writer

Reported directly to the SVP of Sales & Marketing with accountability for supporting channel market partners, internal sales, and product marketing managers. On-boarded a marketing automation tool successfully reducing production costs. >>>Increased product marketing revenue from \$40K - \$1.5M. >>> Negotiated budgets with channel market partners and successfully achieved ROI for Lowry and channel partners.

Digital Marketing Director and brand strategist

- Collaborated with market research firm, Sirius Decisions, to define and implement a content mapping strategy successfully marketing to clients and prospects in every stage of the Buyer's Journey.
- Increase product marketing revenue from \$40K to \$1.5M within 1 year.
- 70% increase in website conversion through SEO content marketing strategy.
- \$80K reduction in vendor cost by identifying/correcting workflow inefficiencies and replacing an out-of-state vendor with a local agency.
- \$60K reduction in Google AdWords spend by optimizing digital marketing strategy, execution, and monitoring.
- Develop and implement integrated digital marketing initiatives to support all stages of the product life cycle.
- Negotiate product marketing budgets from channel market partners and developed marketing strategies to successfully achieve ROI goals for Lowry and channel partners.
- Manage 3 direct reports in developing, implementing, and measuring strategic, sales-aligned marketing activities across diverse channels to ensure corporate objectives were fulfilled.
- Develop and implement KPIs for the marketing team, providing guidance and support to ensure professional development.

Merit Marketing & Communications – Troy, MI

2006 – 2014

Report directly to the President/CEO. Promoted from content writer to account manager demonstrating outstanding success in managing multiple, multi-million-dollar accounts in manufacturing and industrial business sectors.

Sr. SEO Content Writer | Account Manager

2009-2014

- Fulfill unique marketing goals for multiple B2B clients in both the private and public sectors through print and digital marketing activities.
- Assist in transitioning clients from traditional-only marketing to digital initiatives.
- Assist CEO in developing multi-channel marketing initiatives for clients – successfully maximizing ROI and building brand authority within their specific market.
- Client-facing account representative. Attended high-level meetings to present and explain analytic performance data for all marketing activities. Provide recommendations for next steps in the marketing plan.
- Develop SEO content for all marketing materials. Hired third-party resources for overflow.
- Managed in-house design and creative team, providing feedback from clients.

Sr. Copywriter and Digital Marketing Specialist

2006-2009

- Develop content for print campaigns, corporate collateral, and digital applications.
- Attend client meetings to gather project information.
- Collaborate with creative team 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

Bachelor of Science, English & Journalism (BS)

Northern Michigan University – Marquette, MI

CURRENT CERTIFICATIONS ACHIEVED THROUGH HUBSPOT

Inbound Marketing • Content Marketing • Email Marketing • Google Analytics • Google AdWords