

Pamela Turner

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Diverse experience in digital marketing, SEO content strategy, and demand generation with a strong commitment to understanding audience needs and trends through market research, data analytics, and innovative marketing programs. Well-versed in supervision, project management, and cross-departmental communications. Reputation for evaluating organizational needs and spearheading the go-to-market strategy and measurement criteria for meeting those needs. Extensive experience working with digital tools and directing a marketing team in the implementation of holistic marketing programs.

Core Competencies

Digital Marketing | Go-to-Market Strategy (GTM Strategies) | B2B and B2C Inbound Marketing | SEO Content | PPC and SEM | Product Marketing | Advertising and Branding | KPI Definition and Attainment | Campaign Management | Marketing Operations and Budgeting | SaaS Marketing | Industry Marketing

Professional Experience

Xcentric Mold & Engineering, Clinton Township, MI

Marketing Director, 08/2019 – Present

Positioned Xcentric as a thought leader through full-funnel industry marketing and strategic SEO content development.

- Increased brand awareness across digital channels resulting in a 25% increase in quality followers on social channels.
- Implemented a diverse and agile content strategy; designed, wrote, and published 12 design resource guides in 3 months which drove a 63% increase in MCLs and an 88% increase in MQLs through email marketing, social media channels, and organic traffic.
- Optimized the website to remove all errors and improved organic bottom-of-the funnel lead generation by 22%.
- Transitioned from bottom-of-funnel marketing to full-funnel marketing to support sales with a high-quality pipeline.
- Established key marketing partnerships with critical members of Xcentric supply base for co-marketing campaigns.
- Created thought-leadership campaigns for the automotive industry with a focus on lightweighting and the industrial industry with a focus on supply chain management and domestic supplier networks.

Flexible Plan Investments, Bloomfield Hills, MI

Digital Marketing Director, 11/2017 – 06/2019

Defined, implemented, and measured a comprehensive digital marketing program targeting financial advisors.

- Reduced marketing operations cost 65% by modernizing systems and implementing cross-departmental processes.
- Increased organic website traffic 56% by creating a sustainable SEO strategy.
- Diversified lead generation sources successfully generating 20% of Marketing Qualified Leads from new channels.

Brightwing, Troy, MI

Marketing Director, 06/2016 – 09/2017

Managed and directed all integrated marketing communications for Michigan, Texas, and Pennsylvania locations. Initiated a thought-leadership marketing program to nurture and retain high-quality engineering candidates for Toyota increasing retention from 60% to 90%.

- Increased new business opportunities 80% by creating, implementing, and measuring an email marketing automation strategy successfully targeting B2C (job candidates) and B2B (organizations) audiences.
- Applied expert leadership and team-building skills to transform a reactionary marketing team into a cross-functioning team of subject matter experts with the ability to apply critical and conceptual thinking.
- Modernized the social media marketing strategy to successfully position Brightwing as a thought leader, build brand awareness, and increase quality followers 60% on LinkedIn.

Lowry Solutions, Brighton, MI**Digital Marketing Manager, 11/2014 – 03/2016**

Planned, implemented, and managed integrated digital marketing and content strategies. Managed Fortune 500 channel partners including Zebra Technologies and Honeywell Scanning and Mobility. Negotiated and allocated budgets from channel partners to promote new products. Increased marketing-generated revenue on military contracts from \$40K to \$2.4M.

- Service Lifecycle Management, brand management, and demand generation.
- Increased marketing-generated revenue on military contract from \$40K to \$2.4M.
- Leveraged expert knowledge in website and Search Engine Optimization strategy to increase website conversion 70%+.
- Expert budget management with Lowry's Fortune 500 channel partners identifying new and profitable business opportunities for generating direct and indirect revenue. Partners include Zebra Technologies and Honeywell.

Merit Marketing & Communications, Troy, MI 06/2006 – 11/2014**Account Executive, 06/2012 – 11/2014**

Promoted to create, implement, and manage all content strategy, go-to-market planning, and digital marketing initiatives for multiple manufacturing, automotive, and financial accounts.

- Increased revenue 60% for global manufacturing company by transitioning from traditional marketing activities to a holistic, integrated digital marketing program.
- Client-facing role. Delivered on-site presentations to decision makers explaining the benefits of implementing SEO content and digital marketing strategies successfully closing new business for Merit Marketing.
- Managed in-house design and creative teams serving as the liaison between Merit and customers.

Content Writer and SEO Strategist 06/2006 – 06/2012

Developed copywriting and SEO content for B2B and B2C organizations in a variety of industries including manufacturing, automotive, healthcare, and finance. Promoted to SEO Strategist based on content appearing in the top 3 organic search results 98% of the time and 60-80% increase in high-quality website traffic for customers.

- Spearheaded SEO research and competitive market analysis to create high-quality, targeted content for B2B and B2C organizations.
- Developed blogs and website content that appeared in the top 3 organic search results 98% of the time and increased website traffic 60-80%.
- Prepared and presented detailed analysis of performance marketing data to stakeholders and provided recommendations for sustainable success in the market.

EDUCATION**Bachelor's Degree, English Literature and Journalism**

Northern Michigan University – Marquette, MI

CURRENT CERTIFICATIONS ACHIEVED THROUGH HUBSPOT AND GOOGLE

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