

Pam Turner

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Marketing Director | AI Strategy | Demand Gen | Mentor

Accomplished marketing leader with a proven history of developing revenue-generating strategies across manufacturing, industrial, technology, staffing, and software sectors.

Motivational player-coach with progressive experience and deep, practical insights into the full scope of marketing operations, able to build and mature top-tier marketing teams that consistently exceed targets. Strategic leader, known for transforming marketing gaps and challenges into successes through bold demand marketing, leveraging digital innovation to drive measurable business growth and market expansion. Demonstrated capacity for activating ROI growth on marketing investments across multiple channels.

Areas of Expertise

- Demand Marketing
- Event Strategy
- Multi-Channel Campaign Strategy
- Digital Transformation
- Omnichannel, Regional/Global
- Performance Marketing & Analytics
- Marketing Automation
- AI strategy
- Team Leadership & Development
- SEO & Content Marketing
- Cross-Functional Collaboration
- Budget Allocation & Management

Career Experience

Director, Marketing | Kelly Services MI (Remote) 2024 – Present
Senior Marketing Manager | Kelly Services, MI (Remote) 2021 – 2024

Promoted through positions of increasing scope, steering strategic growth initiatives for a \$2B business unit encompassing staffing, BPO, and outsourcing solutions across the United States, Canada, and Puerto Rico. Manage a 7-figure marketing budget, driving impactful growth and reach initiatives through event strategy, bold integrated marketing campaigns, and AI. Contribute to organizational goals, partnering with the Chief Marketing Officer to define strategic roadmap.

- Demand generation and owner of lead scoring, nurturing, and lifecycle marketing.
- Delivered 1,768% ROI on B2B paid media campaign, generating \$22M in closed-won business.
- Achieved a 98% year-over-year increase in marketing qualified leads for CX and outsourcing workforce solutions.
- Launched first podcast for the business unit, the Workforce Advantage, and ranked I the top 5% of all podcasts published on Buzz Sprout.
- Established and executed an event strategy successfully gaining brand authority in priority growth industries.
- Directed performance marketing activities, reporting frameworks, and data analytics for all marketing initiatives.
- Aligned marketing strategy with overarching business growth objectives to drive consistent results.
- Executed targeted marketing campaigns for staffing, BPO, and outsourcing solutions while collaborating cross-functionally to drive business growth across North America.

Marketing Director | Xcentric Mold & Engineering, Clinton Township, MI 2019 – 2021

Steered transformative digital marketing and SEO content initiatives, aligning brand and marketing strategy with core Xcentric goals. Established brand as an industry leader in rapid manufacturing, growing brand presence and engagement. Orchestrated cross-functional collaboration to implement holistic digital campaigns targeting manufacturing and automotive sectors.

- Boosted brand awareness across digital channels, resulting in a 45% increase in social media engagement.
- Implemented diverse content strategy yielding an 88% increase in marketing qualified leads through email marketing, social media, and organic traffic.
- Enhanced lead generation by 22% through customer experience-focused website optimization.
- Transformed marketing approach from single-channel tactics to comprehensive full-funnel strategy supporting sales and business objectives.
- Established strategic co-marketing partnerships with key suppliers to expand market reach.

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Digital Marketing Director | Flexible Plan Investments, Bloomfield Hills, MI

2017 – 2019

Directed marketing vision and operations, establishing comprehensive corporate digital marketing initiatives, social media strategy, and go-to-market planning for financial services.

- Decreased marketing operations costs by 65% through the elimination of redundant systems and implementation of automated solutions.
- Grew organic website traffic by 56% through development of sustainable SEO strategy.
- Diversified lead generation sources, producing 20% of marketing qualified leads from newly established channels.
- Streamlined marketing workflows to improve cross-departmental efficiency and communication.

Marketing Director & Demand Marketing | Brightwing, Troy, MI

2016 – 2017

Defined organizational goals and market gaps, directing integrated marketing communications for multi-state staffing company with locations in Michigan, Texas, and Pennsylvania. Crafted comprehensive marketing strategies targeting both client acquisition and candidate recruitment for technology and automotive manufacturers.

- Achieved an 80% increase in new business opportunities through implementation of marketing automation tools and multi-channel strategy.
- Expanded LinkedIn follower base by 60% through strategic content planning and competitive analysis.
- Transformed reactive marketing team into cross-functional subject-matter experts capable of applying critical and conceptual thinking.
- Implemented automated evergreen campaign to maintain engagement with high-level engineering and technology contract talent, significantly reducing turnover.

Digital Marketing Manager & SEO Strategist | Lowry Solutions, Brighton, MI

2014 – 2016

Developed and managed integrated digital marketing and content strategy for SaaS ERP business while overseeing Fortune 500 channel partnerships including Zebra Technologies and Honeywell Scanning & Mobility.

- Increased campaign-generated revenue on military contracts from \$40K to \$2.4M through targeted digital initiatives.
- Enhanced website conversion rates by over 70% through expert knowledge of SEO strategy and implementation.
- Negotiated and allocated channel partner budgets to promote new products and identify profitable business opportunities.
- Developed service lifecycle management initiatives and demand generation programs that significantly expanded market reach.

Mgr: Performance Marketing/Campaign, SEO Content | Merit Marketing & Communications Agency, Troy, MI

2009 – 2014

Advanced through multiple roles encompassing content strategy, go-to-market planning, data analytics, and digital marketing initiatives for diverse manufacturing, automotive, and financial clients.

- Partnered with a global manufacturing company to activate a 60% revenue growth, steering the transition from traditional marketing to a holistic integrated digital marketing program.
- Developed SEO research methodology and competitive market analysis processes to create high-performing content for B2B and B2C organizations.
- Created blogs and website content that secured top 3 organic search result positions 98% of the time, increasing website traffic by 60-80%.
- Presented detailed performance marketing analyses to key stakeholders with actionable recommendations for sustainable market success.
- Established performance benchmarks across multiple industries, providing clients with data-driven insight.

Education

Bachelor's Degree in English Literature & Journalism | Northern Michigan University, Marquette, MI

Google, Hubspot, & AI Certifications

ChatGPT, Inbound Marketing, Content Marketing, Email Marketing, Marketing & Sales Software, Google Analytics, Google Ads