

Innovative Online Marketing Professional

An effective leader who maximizes results through strategic planning and design. Has a proven ability to manage, implement and produce successful online marketing campaigns utilizing 10+ years of experience in email marketing and website design.

STRENGTHS

Levelheaded Leadership

Deadline Oriented

Project Management

Relationship Building

Resource Allocation

Creative Direction

EXPERIENCE

The American College - Bryn Mawr, PA March 2008 – Present

Director, Marketing Media Promoted June 2011

- Strategic lead for The College's yearly marketing/advertising initiatives
- Developed a successful, large-scale CRM and email marketing program
- Directed all RFP efforts for SEO, web development and email marketing vendors
- Developed custom online re-engagement campaigns for State Farm, Northwestern Mutual, Merrill Lynch and MetLife
- Project captain for all consumer facing websites
- Increased productivity by overhauling project management systems
- Manage a team of 5 creative marketing professionals
- Primary point of contact for internal and external clients
- Extraordinary experience in fast-paced environments

E-Marketing Manager March 2008 – June 2011

- Consistently drove enrollments through creative email marketing campaigns
- Generated qualified leads through websites, landing pages and pay-per-click ads
- Managed temps and support staff during times of high volume
- Synchronized Salesforce.com with marketing campaigns for lead tracking and management
- Developed ROI metrics through implementation of tracking codes
- Utilized analytical data to optimize websites for higher search rankings
- Tracked pay-per-click conversion rates through Google AdWords and Analytics

AYCmedia + Aroundphilly.com - Philadelphia, PA January 2005 - March 2008

Digital Marketing Director Promoted December 2006

- Expanded product offerings through development of Blazeletter, a premier email marketing service
- Managed teams responsible for monthly HTML newsletters and CRM campaigns
- Instrumental for the success of LavaContent, a streaming video service
- Provided training and support for client managed campaigns

Interactive Multimedia Designer January 2005 - December 2006

- Designed rich media websites powered by content management systems
- Managed part-time employees and design interns
- Animated and produced motion graphics
- Created editorial graphics, banners and promotions on Aroundphilly.com

EDUCATION

University of the Arts, September 2005: Philadelphia, PA - Advanced ActionScript

Philadelphia University, May 2004: Philadelphia, PA - B.S. Digital Design

Berkeley Computer Center, June 1998: Philadelphia, PA - Foundations of Web Design