

Summary

Passionate creative and artful communicator who brings humor and captivation into any situation. Adept at inspiring others to see the big picture through careful dialogue and instruction. Skilled wordsmith, manager and influencer.

Key Skills

Soft Skills

Customer Service
Project Management
Team Leadership
Communication
Innovative

Hard Skills

Marketo
Google Analytics
Salesforce | MS CRM
MS Office Suite
HTML5/CSS3

Prior Work Experience

Inmar

Jan. 2018 – Sept. 2018

*Sr. Marketing Automation
Specialist*

- Managed a 16 week-long multichannel marketing campaign for Phase II of the AmplifyRPM project in Marketo
- Tested email and direct mail samples, updated offers, offer codes, disclaimers and expiration dates in order to adhere to the program cadence and offer strategy matrix
- Deployed 840,000+ emails and 290,000+ direct mail pieces in 2018
- Assisted the Engineering and Operations department in the migration project from Marketo to SFMC
- Built and tested 125+ dynamic email communications for the Natural Grocers retailer in SFMC
- Created documentation on the SOPs for on-boarding retailers
- Tested digital coupon redemptions with retailers via the CS portal
- Hosted training webinars for retailers outlining functionality as part of the digital coupon launch process

Finastra

Nov. 2015 – Jan. 2018

Digital Marketing Specialist

- Supported and project managed the digital marketing pipeline for 2 strategic business units using Marketo and ensured proper lead routing, scoring and reporting for each campaign
- Built, tested and launched 200+ marketing automation campaigns (including drip, batch and trigger campaigns) to support the client's marketing strategy and pipeline goals
- Built, tested and launched 100+ digital (& print) advertising programs in Marketo to support the company's PPC campaign needs
- Deployed 1.5+ million emails in 2016 resulting in a 23.2% click to open ratio and only a 0.1% unsubscribe rate

- Integrated the ON24 webinar tool with Marketo and built out viable webinar programs to promote these events
- Optimized and proactively maintained the 450,000+ sized lead database through data cleansing and enrichment while identifying key fields for data standardization and list building

GE Healthcare

Oct. 2014 – Oct. 2015

Marketing Specialist

- Assisted Healthcare IT department in the migration project from HCIT instance to the global instance of Marketo
- Built 50+ marketing programs in the UAT instance to support migration testing
- Continually updated local assets such as landing pages and emails with new URLs, banner images, buttons and content
- Researched contact us leads in Marketo, Saleslogix and online while prepping import templates for upload
- Scrubbed lead lists by overriding erroneous data and checking for duplicates to preserve database integrity

Fleetmatics, Inc.

Oct. 2013 – Sept. 2014

SaaS Consultant

- Developed a successful customer-centric positioning statement with prospects to help regional team exceed monthly sales targets
- FY'14 – 4 appointments sold with 45 cumulative units sold across diverse industries in SMB-Midwest Region
- Completed the needs-based selling methodology sales training course and advanced Salesforce.com workshop
- Increased the efficiency of the sales funnel by researching open leads for Major Accounts team

IRD, Inc.

Oct. 2011 – Jul. 2013

Product Sales Rep.

- First point of contact for all product sales inquiries in U.S. with additional customer service provided in Canada
- FY'12 exceeded yearly domestic product sales target by 7%, outperforming sales results from previous year
- Generated 1000+ contacts in year-long, nation-wide cold calling campaign backed by robust market research efforts
- Collaborated with engineering, sales, and shipping and receiving teams to resolve customer complaints/issues
- Created and managed sales forecasting reports and nurtured key prospects into making the best buying decision

Education

Marquette University Sept. 2007 – May 2011

Bachelor of Science Degree in Business Administration (Major: Marketing)

Additional Qualifications and Activities

- Marketo Certified Expert, Google Analytics Certification, Google AdWords Certification, HubSpot Academy Inbound Certification, HubSpot Academy Content Marketing Certification
- Volunteer, Feed the Homeless Downtown
- Avid reader and intramural sports player