

Digital Marketing Specialist with 6 years of experience in creative digital marketing management and e-commerce. Adept strategist skilled in both inbound and outbound lead generation tactics, and marketing campaign management. Proven record in website optimization, targeting segmented leads, conversions, and analyzing campaigns.

Areas of Expertise include:

- Brand Development
- Content Marketing
- Copywriting
- E-Commerce
- E-mail Marketing
- Google Analytics
- Inbound Marketing
- Paid Search/PPC
- Project Management
- Search Engine Optimization
- Social Media Management
- Web Design/WordPress

EXPERIENCE & NOTABLE CONTRIBUTIONS

BLUE SURGE MARKETING AGENCY • Long Island, NY • 2017 - Present

DIGITAL MARKETING SPECIALIST

Uniquely drove growth and exceeded industry-specific B2B and B2C target KPI's by working in-house at multiple organizations including those with 100+ employees on a national level.

- Developed short- and long-term business plans for continued aggressive profit and sales growth
- Established processes that fulfilled client's desires to meet or exceed industry-specific target KPI's
- Demonstrated ability to meet deadlines and manage projects simultaneously
- Spearheaded the web design and development of client sites with team
- Optimized organizational efficiency to collect, segment, qualify and funnel leads into the pipeline
- Utilized data from various sources to deliver performance & provide comprehensible analysis
- Consulted clients and leadership on emerging trends and critical nature of inbound marketing over traditional outbound while recognizing necessity of an omnichannel presence offline

KEY ACCOMPLISHMENTS:

- Recognized by Town of Babylon & Suffolk County representatives for marketing of event activations
- Acquired branch of National Urban League as website redesign client
- Reduced key expenditures through audits designed to redundancies and bottlenecks
- Spoke as a panelist at Hofstra University as a Digital Marketing Specialist

STRAIGHT TAX / CARMEN MOHAN BRAND • Lindenhurst, NY • 2017 - 2018

DIGITAL MARKETING MANAGER

Conceptualized and executed the multi-channel digital marketing strategy for busy tax office & financial literacy speaker Carmen Mohan.

- Proactively oversaw multiple projects simultaneously across all phases of development
- Monitored online presence of the company's brand across multiple channels while engaging with customers in a positive way
- Oversaw and analyzed marketing strategy across all platforms while staying up to date with new and emerging trends
- Created and scheduled of content via digital marketing calendar for social media, website, and email marketing campaigns and PPC using A/B testing
- Conducted weekly meetings which analyzed team progress on project initiatives to ensure aggressive completion by deadlines
- Presided over the proper allocation of marketing budget across digital and traditional channels

- Directed the hiring, training, and scheduling of staff, totaling 12+ over the season
- Improved efficiency by incorporating the use of project management tools
- Planned and coordinated 10+ company events

KEY ACCOMPLISHMENTS:

- Boosted the volume of 4 and 5-star reviews rating by 78%
- Increased clients funded from the previous year by 21% despite declines amongst industry competitors through an implementation of a CRM and streamlining operations
- Successfully reduced the bounce rate from 88% to 12% by redesigning the website

KICKBACKZ • Hicksville, NY • 2013 - 2018

VP OF DIGITAL MARKETING

Strategized and delegated all functions of the company including the creative brand development and management of e-commerce site and marketing strategies that broadened the company's digital and social media presence. Created and oversaw marketing opportunities for product launches and events. Identified innovative methods to reduce operations costs and increase revenue.

- Built e-commerce site using Shopify and WooCommerce to convert qualified leads to customers using the latest search engine optimization/SEM tactics and audience keyword research.
- Administered social media strategies to target millennial and Gen Z audiences in the sportswear industry with emphasis on Facebook, Instagram, Twitter, Snapchat and Pinterest
- Collaborated strategically with key industry influencers for virtual brand activation opportunities
- Managed all corporate marketing functions within budget, including brand management, advertising, marketing collateral, and events
- Created and managed pay-per-click ads on Facebook Manager and Google AdWords
- Implemented the system for order fulfillment process and customer service
- Edited and scheduled blog posts for publishing and distribution

KEY ACCOMPLISHMENTS:

- Grew an organic following of 230K social media followers across all channels
- Grossed over \$900K in online sales in 30+ countries
- Opened a collaborative storefront location in Freeport, NY
- Launched 2 pop-up shops in NYC and a tradeshow that was sponsored by VH1 & Power 105.1
- Featured in a print magazine recognizing business achievements in marketing footwear
- Maintained 85% employee retention between in-house and remote staff

EDUCATION / CERTIFICATIONS

HubSpot Academy Email Marketing Certification

HubSpot Academy Social Media Marketing Certification

**BACHELOR OF SCIENCE IN BUSINESS MANAGEMENT | STATE UNIVERSITY OF NEW YORK AT FARMINGDALE
[PURSUING]**

TECHNICAL SKILLS

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| <ul style="list-style-type: none"> • Design: Adobe Creative Cloud Photoshop, Spark, Canva • Microsoft Office, Google Suite, and iWork • SEO Tools: Moz, Screaming Frog, SEMRush • E-Commerce: Shopify, WooCommerce, BigCartel, eBay • CRM: HubSpot, ProsperWorks, Insightly, RepairShopr • Other: HTML, CSS, Gleam, SurveyMonkey, Trustpilot, Typeform | <ul style="list-style-type: none"> • Professional use of Facebook, Instagram, LinkedIn, Pinterest, Twitter, YouTube, Yelp, HomeAdvisor • Email: MailChimp, Constant Contact • Project Management: Trello, Slack, Zapier, Asana • Google Analytics, Tag Manager, AdWords • CMS: WordPress, SquareSpace • Video Editing: DaVinci Resolve 15 |
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