

Digital Marketing Director with 8 years of digital marketing-based project management experience in both agency and fast-paced environments. High-performance department leader with proven record in overseeing production of digital deliverables, executing end-to-end strategies, and campaign analysis.

Areas of Expertise include:

- Brand Development
- Web Design/WordPress
- E-Commerce
- Email Marketing
- Inbound Marketing & Lead Nurturing
- Paid Search/PPC
- Project Management
- Search Engine Optimization
- Social Media Management

EXPERIENCE & NOTABLE CONTRIBUTIONS

BLUE SURGE MARKETING AGENCY • Lindenhurst, NY • 2017 - Present

SENIOR DIGITAL MARKETING SPECIALIST

Presided over award-winning growth while managing client accounts in multiple verticals.

- Developed short and long-term business plans for continued aggressive profit and sales growth
- Consulted with stakeholders as a subject matter expert on strategy, KPIs, and conversions
- Optimized organizational efficiency to collect, segment, qualify and funnel leads into the pipeline
- Analyzed competition while investigating benchmarks & provided actionable insights
- Spearheaded the web design and development of multiple client sites
- Demonstrated ability to meet deadlines and manage projects simultaneously

KEY ACCOMPLISHMENTS:

- Awarded Top 20 Website Design Agency in New York City in 2021
- Featured in publications including Content Marketing Institute and Newsday
- Nominated for Long Island's Young Professionals 2021 Award

HEALTHEGY • Melville, NY • 2019 - 2020

HEAD OF DIGITAL MARKETING

Led team of 6 to oversee the strategy and growth of marketing operations.

- Allocated marketing budget across conferences to balance future customer acquisitions
- Rebuilt sales pipeline to capture leads and convert sales
- Uncovered new opportunities for growth through proactive measures & regular meetings
- Defined cross-channel media attribution, reporting & performance analysis that aligned with business objectives

KEY ACCOMPLISHMENTS:

- 1,411% return on ad spend on largest conference event
- Drove paid search as a revenue channel from 0 to 22% within 7 months
- 66% open rate and 13.3% CTR average on a newly implemented 7-email welcome series
- Increased YouTube viewership by 14% over the year while monetizing YouTube channel

STRAIGHT TAX • Lindenhurst, NY • 2017 - 2018

DIGITAL MARKETING MANAGER

Conceptualized and executed the multi-channel digital marketing strategy for financial tax office.

- Directed the hiring, training, and scheduling of staff
- Monitored effectiveness of traffic sources from paid ads, SEO, email and social efforts
- A/B and multivariate tested data from ad groups and interpreted results to team
- Presided over the proper allocation of marketing budget across digital and traditional channels

- Improved efficiency by incorporating the use of project management tools

KEY ACCOMPLISHMENTS:

- Boosted the volume of 4 and 5-star reviews rating by 78% in 6 months
- Increased clients funded from the previous year by 21% despite declines amongst industry competitors through the implementation of a CRM and streamlining operations
- Successfully reduced company website bounce rate from 88% to 42% after completing a website redesign based on customer behavior and journey analytics

KICKBACKZ • Hicksville, NY • 2013 - 2018

DIGITAL MARKETING SPECIALIST

Oversaw all internal and external marketing activities. Preemptively identified opportunities to gain market share in an incredibly saturated market without sacrificing projected revenue goals.

- Led key initiatives focused on improving customer relevance through trigger marketing and automation of dynamic creative
- Designed UX/UI customer-centric, responsive marketplace site
- Collaborated strategically with key industry influencers for virtual brand activation opportunities
- Managed corporate marketing functions, including brand management, marketing collateral
- Created and managed pay-per-click ads on Facebook Manager and Google Ads

KEY ACCOMPLISHMENTS:

- Grew an organic following of 184K social media followers across all channels
- Grossed \$1M in online sales in 30+ countries directly attributed to marketing efforts
- Maintained 85% employee retention between in-house and remote staff

TECHNICAL SKILLS

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| • Design: Adobe Creative Cloud Photoshop, Canva | • Professional use of all social platforms |
| • SEO Tools: Moz, Screaming Frog, SEMRush | • Email: Klaviyo, ActiveCampaign, MailChimp |
| • E-Commerce: Shopify, WooCommerce, eBay | • Project Management: Trello, Slack, Zapier, Asana |
| • CRM: Pipedrive, HubSpot, ProsperWorks, CVENT | • Google Analytics, Data Studio, Tag Manager |

CERTIFICATIONS / EDUCATION

Shopify Partner, Klaviyo Partner, Teachable Partner

Google Ads Certification in Search, Shopping, Display

HubSpot Academy Certification in Social Media & Email Marketing

BACHELOR OF SCIENCE IN BUSINESS MANAGEMENT | SUNY FARMINGDALE [PURSUING]