

MARKETING PROFESSIONAL

I am a passionate marketing professional with a focus on creating results driven digital marketing engagements by leveraging a full suite of digital marketing tools including web design, marketing automation, social media marketing and analytics. I have personally developed or been on the development team for over 200 websites, managed large e-mail databases and corresponding e-mail campaigns, and have deep expertise in many of the marketing-leading business applications.

Areas of expertise include:

- Website Design & Development
 - Marketing Automation
 - E-mail & Social Media Marketing
 - Marketing Process Management
 - Digital Campaign Management
 - Analytics Review & Reporting
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PROFESSIONAL EXPERIENCE

ZeeVee Inc, Littleton, MA

Marketing Associate (*April 2018 – Present*)

I currently work at ZeeVee managing all things digital. I fully manage the website from the server to the content on each page. I also manage the marketing automation platform, send mass emails, monitor and post on ZeeVee's social media channels as well as coordinate their regional tradeshow.

Highlights:

- Built their current website from the ground up. I set up their WordPress site so it is secure, fast, and intuitive for any user to make content changes
- Help migrate ZeeVee's automation system from Pardot to HubSpot by integrating it into the website, their Salesforce database and their Office 365 tools.
- Became the point person for Office365, HubSpot email campaigns, HubSpot sales tools, and lead assignments.
- Coordinated all of ZeeVee's social media messaging on LinkedIn, Twitter, and Instagram as well as developed strategies as to how to grow their following organically.
- Helped develop the overall brand messaging for major AV events like InfoComm. Provided support at major AV Tradeshow and smaller regional shows by attending the shows, coordinating the registration & the shipping of materials, and lead processing
- Developed and implemented a high touch mailing campaign to ease into a hard to reach target demographic. The bulk 200+ box mailer consisted of a branded box with soap, hand towel, and a comprehensive brochure. "Can we clean up a misunderstanding?"

Zero Gravity Marketing, Madison, CT

Digital Producer (*June 2016 – April 2018*)

My primary function at Zero Gravity was as a project manager working directly with sales team and the development team to ensure that web projects were delivered on-time, on budget, and within scope.

Highlights:

- Direct contributor to every website project launch providing technical expertise and quality testing,
- Project lead leveraging project management tools (Asana, Zoho) to streamline the project and communication process.
- Primary architect for client email blasts leveraging the top e-mail marketing solutions (MailChimp, Pardot, and Hubspot)
- Manage large product databases on the leading ecommerce platforms (BigCommerce, Shopify,

- WooCommerce) for multiple clients
- Part of the SEO team implementing website SEO improvement plans across multiple clients and platforms
- Provide technical support for the accounts management team and their clients.

Tangoe, Inc., Orange, CT

Direct Marketing Associate – Lead Generation (*June 2015 – June 2016*)

Hired to accelerate the adoption of a marketing automation platform (Pardot) within the marketing and sales organization. I was also able to leverage my web development talents to help the company optimize their online and search presence

Highlights:

- Consolidated existing Pardot campaigns to enable more efficient analytics — reducing time required to generate reports.
- Designed and implemented new responsive email templates and landing pages increasing click through rates.
- Introduced a new processes to regional managers that streamlined the email offer schedule.
- Developed drip campaigns streamlining Tangoe’s robust seminar invite process.
- Performed A/B testing on day-to-day email sends and provide recommendations to increase open and click through rates.
- Marketing liaison to the digital sales team instructing them on how leverage Pardot to increase sales.
- Assisted in the migration of the corporate website to a new platform.
- Spearheaded the corporate website’s search engine optimization efforts.

See additional experience on [my website](#) or my [Linkedin profile](#).

TECHNICAL SKILLS

- WordPress Development
- Maintaining websites in major CMSes (Drupal, Joomla, Squarespace, WIX...)
- DNS Configurations as they relate to website launches
- Pardot/Hubspot Implementations & Troubleshooting
- Maintaining Salesforce data
- Experience in all major Email Service Providers (MailChimp, Constant Contact, GetResponse....)
- Node.js for compiling SCSS/JS
- The basic GIT workflow & setting up website repositories
- Task Management Software (Asana, Zoho, Trello, Microsoft Planner, Microsoft Teams)

EDUCATION

Southern Connecticut State University

Masters of Business Administration – Spring ‘20

Central Connecticut State University

B.S. Marketing – Class of Summer ‘14

CERTIFICATIONS

Hubspot Inbound