

Summary of Qualifications

Pragmatic, results-driven marketing professional with skills in digital marketing, project management, sales operations, database management and event planning. Industry expertise specific to IT and Technology. **Areas of Strength:**

- SEO/SEM
 - Social Media and Blogging
 - Database Marketing
 - Content Management Systems
 - Google Analytics and Adwords
 - Communications Research
 - Campaign Development
 - Technical Writing
 - Graphic Design
 - Vendor and Partner Relations
 - Lead Generation
 - Business Development
 - Event Planning
 - Email Marketing
 - A/B Testing
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Computer Skills

Microsoft Office Suite - Outlook, Word, Excel, PowerPoint, SharePoint; Adobe Creative Suite - InDesign, Illustrator, Photoshop, Fireworks; Final Cut Pro; Salesforce.com; Drupal; WordPress; Google AdWords, Google Analytics; Hubspot; Working knowledge of HTML and CSS coding

Experience

Marketing Manager // Clearpath Solutions Group

August 2014 - Present

- Manages team of marketing and business development associates and oversees marketing projects for IT Reseller
- Serves as main Salesforce.com Administrator, develops standards and training tools focused on lead generation & business development to optimize operations and organize database marketing efforts
- Fosters partner relationships, creates and carries out marketing budgets based on channel funds and leverages proof of performance reporting to gain increased partner funding

Senior Marketing Specialist // Clearpath Solutions Group

September 2013 - August 2014

- Assisted with business development, lead generation and event planning with over 250 events organized to date
- Cultivated Clearpath's digital presence through social media outlets, SEO, blogging, and email marketing efforts
- Developed, wrote and designed marketing collateral, surveys, web content, press releases and other communications pieces

Marketing Communications Specialist // Clearpath Solutions Group

August 2011 - September 2013

- Served as communications expert; assisted with sales presentations, collateral development and brand messaging
- Drove marketing sales growth by 40% in first two quarters of employment and doubled marketing sales in first year with an average 35% growth year-over-year since 2012
- Increased website traffic by 100% from 2012 – 2013; growing marketing opportunities by 150% in that time frame

Marketing Manager // Thompson Media Group LLC

May 2010 - July 2011

- Managed marketing calendar, campaign development and budgeting for email marketing channel
- Assisted with product development and sales bundling through key stakeholders and Thompson editors
- Designed HTML email templates to test user experience and develop email best practices to leverage ROI
- Analyzed, tracked and reported email activity statistics to bolster maximum revenue tactics

Marketing Coordinator, Graphic Designer // Sweetwater Center for the Arts

June 2009 - May 2010

- Organized public relations and marketing efforts through strategic planning, event marketing and press writing
- Designed advertisements, billboards, quarterly catalog and marketing materials
- Managed website, email campaigns, event promotions and social media outlets

Education

Digital Marketing Certificate // Georgetown University School of Continuing Studies // Washington, DC // 2014

Bachelor of Arts: Strategic Communications, Asian Studies minor; Elon University // Elon, NC // 2009