
PROFESSIONAL STATEMENT

Marketing professional with a focus on marketing automation and the Marketo platform.

SKILLS

Software: Marketo, Salesforce, AdWords, Google Analytics, Ion Interactive, Citia, Kapost.

Job-related: Lead nurturing/scoring, analytics, email and landing page design/creation, copy-writing, HTML.

Personal: Organized, enthusiastic, collaborative, detail-oriented, timely, fast-learner.

EXPERIENCE

GE Digital/10EQs Consulting

Campaign Manager

May 2017 - Present

Design and manage integrated campaigns across multiple platforms including Marketo, social, PPC and Ion Interactive. Create and manage campaign flows as well as project plans to align internal teams and stakeholders on requirements and outcomes. Work closely with other GE teams and business units to ensure time lines are being met to launch campaigns and problem solve any issues that may arise. Monitor campaign performance and analytics and make recommendations on how to improve results in the future.

CoAdvantage - Tampa, FL

Marketing Specialist

October 2015 - May 2017

Marketo certified expert responsible for managing the entire Marketo instance. This includes cleaning and standardizing the lead database, creating and managing lead scoring programs and drip tracks, creating templates for emails and landing pages, creating weekly reports on lead and campaign activity, work with sales department to execute campaigns, program web/social campaigns for tracking. Manage company website and intranet to ensure information is accurate and up-to-date.

Fluorescent PR - London, England

June 2015 - August 2015

Graphic Design/PR Intern

Layout press releases, write and design press releases, create blog content, edit promotional images, design event invites and assist with all graphic related projects.

EDUCATION

BA in Communication and Advertising/PR - The University of Tampa - Tampa, FL

HONORS & MEMBERSHIPS

The University of Tampa honors program member

Sigma Alpha Pi - National Society of Leadership And Success - presidential member