

Digital Marketing Manager

OBJECTIVE

Looking to secure a role within the digital marketing field where my hard work ethic and creativity will allow me to succeed, while also maintaining a consistent challenge. My 9 years of managerial experience and 8 years of digital marketing expertise make me a strong candidate to fulfill a role within a company where I can help contribute in leading a team to success.

TECHNICAL SKILLS

- Adobe Photoshop
- Adobe Premiere
- Content Management Systems
- Customer Experience
- Email Marketing
- Google Analytics
- Google Display Network
- Google My Business
- HTML – Web Design
- Search Engine Optimization
- Social Media Marketing
- Video Production

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING SERVICES COMPANY - Tonawanda, NY

03/2014 – 10/2018

A prestigious Digital Marketing Agency located within Tonawanda, NY, offering every type of marketing for a business's success.

Senior Manager – Digital Marketing Department

Primary responsibilities included managing up to 5 digital services within my team, while also contributing work to every department within fulfillment. Team efficiency and morale were always a number 1 priority.

- **Company was named the digital center of excellence for the global organization due to the team's high performance**, where we are responsible for managing over 100 properties worldwide.
- **Managed services** included, Email Marketing, Video Production, Display Advertising, Google My Business, and SEO.
- **Customer experience improvement** was a consistent personal goal, which through my efforts led to better overall customer satisfaction.
- **Worked with upper management**, Vice Presidents and the Senior Vice Presidents, on consistent product improvements, in-turn increasing productivity throughout the fulfillment departments.
- **Responsible for growing the company** with the launch and success of multiple new products, including email marketing and display advertising.
- **Led my team to have the lowest error rate** within the company (0-1%), which garnered significant cost savings.
- **Maintained strong relationships** with 3rd party companies such as Google and Bing.
- Nominated multiple times for Employee of the Year.

DIGITAL MARKETING AGENCY - Amherst, NY

11/2010 – 03/2014

A leading Digital Marketing Agency serving clients worldwide.

Manager – Digital Marketing/SEO Department

Primary responsibilities included managing up to 40 employees, developing complex marketing strategies for top clients, customer service/relations and maintaining overall efficiency of a multi-million dollar department.

- **Worked with employees to identify and execute growth opportunities** that led to a 12% production increase from 2011 to 2012 and a 28% production increase from 2012 to 2013.
- **Consistently worked on retention and growth** of client base within the company.

- **Utilized my expertise to coordinate the proper alignment of sales and marketing** departments, in order to maximize sales revenue and maintain high customer satisfaction levels.
- **Developed and facilitated marketing campaigns** to both prospecting and current clientele.
- **Incessantly participated in classes and certifications** to maintain an ever-growing knowledge base within the field.

Consultant & Team Lead – Digital Marketing/SEO Department

Primary responsibilities included managing a workload upwards of 150 clients, customer service/relations, client retention, and supervision of 4 employees.

- **Strong motivational attitude** led team to be top performing on both production and sales month over month.
- **Exceptionally high work ethic and organizational skills** afforded the opportunity of a consistently growing base of clients.
- **Customer service and proper engagement** led to achieving the highest client retention rate within the department.
- **Awarded the opportunity** to move into the top 3 spots of the department, within the 1st year, by utilizing successful sales strategy and execution.

EDUCATION & CERTIFICATIONS

UNIVERSITY AT BUFFALO – Buffalo, NY

Bachelor of Fine Arts in Digital Media Production – May 2010

Graduated Magna Cum Laude with 3.7 overall GPA

PROFESSIONAL MEMBERSHIPS & CERTIFICATIONS

- Golden Key National Honor Society
- Inbound Marketing Certification (Hubspot)
- Google Analytics Certification