

Marketing Management

Creative and results driven marketing manager with over eight years of experience in the software industry. I have a wide range of experience from managing websites, social, and email marketing campaigns at an analytical level. I strive to maximize marketing performance and efforts by creating engaging content, programs, and public relation deliverables across several mediums from white papers, ebooks, and infographics to professionally produced video. Key skills include:

- Product Marketing and Demand Generation
- Lead Generation and Campaign Management
- CRM Management (Marketo, Salesforce, Hubspot)
- Google Analytics Implementation & Management
- SEO Strategy & Management
- Google Adwords and Adsense Management
- Content Creation and Curation
- Social Media Marketing & Advertising
- Service SLA & Support Implementation and Management (Zendesk, JIRA)

Professional Experience

TimeTrade - Tewksbury, MA (April 2012 - Current)

TimeTrade is an online customer experience engagement platform that allows consumers to connect with a brand, anywhere, anytime. TimeTrade has over 450 customers and make it possible for brands Nordstrom, J. Crew, Regions Bank, Best Buy, Staples, and many others, to add back the a personal shopping relationship with their customers and benefit from the resulting increased sales and customer loyalty.

Marketing Manager

- Increased product trial to purchase conversions over 19% by creating compelling and entertaining introduction and training materials to educate a wide range of customers on product features, implementations, and system integrations that were shared over a full customer on-boarding program I developed. The content was delivered through written documents, professionally produced videos, and weekly training webinars.
- Responsible for the company website development, deployment and management while continually optimizing SEO strategies increasing search rankings and increasing inbound leads by 29%.
- Developed a customer referral program which grew to over 1000 brand ambassadors that offered participants unique identifying referral links and embeddable banners they can use through emails, social media, and their websites to refer the TimeTrade product and earn money for trials and accounts that were purchased.
- Increased our social media reach over 4500% by developing an active social media and public relations strategy related to special news, events, tips and tricks, contests, and product updates.
- Developed an advanced understanding of TimeTrade products and services to decrease account setup and implementation time by 38% leading to a 22% decrease in time to close.

Postwire (Formerly VisibleGains) - Waltham, MA(Sept 2006 - Feb 2012)

Postwire specializes in interactive video and content sharing for sales and marketing departments by creating engaging video experiences and instant notifications for salespeople when prospects engage with their content giving them the best opportunity to connect and close the sale.

Client Success Expert (2010 - 2012)

- Decreased the implementation time of our product with clients by 30% by optimizing our training techniques and running daily webinars to train new clients on interacting and using our products to both sales and marketing teams.
- Increased premium business card purchases for Vistaprint from 3.5% to 11.3% by creating, engaging marketing and training materials to drive customers through the user journey.
- Implemented a partnership with MediaMobz enabling worldwide video support for any video project to while managing both producers and client expectations and meet deliverable deadlines which enabled us to deliver multi language support for Vistaprint Europe.

Production and Support Expert (2006- 2010)

- Decreased client support response time from 24-48 hours to less than four hours by implementing a client support portal with self help documentation decreasing support requests and achieving a 98% client satisfaction rating.
- Produced a weekly live show where I was responsible for creating a multi camera live stream with multiple inputs of audio that would support ad-hoc video playback with live action and creating an on Demand version online within 24 hours. I was able to work directly with market leading evangelists including David Meerman Scott, Tim Washer, Dave Cutler, Ann Handley, C.C. Chapman, Steve Garfield, Larry Weber, Judy Gern and many more.
- Managed professional content creation for VisibleGains including producing and managing over 50 projects. These projects included homepage videos, product demos, training materials, client testimonials, and company overviews. I have had experience being on camera as an actor as well as off camera including professional Voice Over work and with working with Voice Over professionals such as Jill Connolly.
- Managed Sales Support and Enablement to increase sales by supplying the Sales Department with the support and tools they required such as creating documents, videos, and being technical liaison to answer questions on technology and integration into a clients internal configuration.

Education: **The New England Institute of Art**
 Bachelors of Science Degree in Technology (2003-2006)