

A motivated self-starter with more than three years of successful business experience in cross-functional online marketing roles. Highly skilled in web optimization and website production bringing valuable technical knowledge and a passion for web usability and user experience. A strong background in web strategy with a proven record of successful execution and project management.

AREAS OF EXPERTISE

Website Development
User Experience/Engagement
Analytics/Measurement

Search Engine Optimization (SEO)
Pay Per Click (PPC)
Website Optimization

Content Management
Project Management
Social Media

EXPERIENCE

Senior Internet Marketing Specialist

May 2006 - Present

SolidWorks Corporation | Concord, MA

In this role I managed the development and optimization of multiple SolidWorks web properties and online lead generation campaigns. Additionally I managed the prioritization and communication of projects between the Marketing and MIS departments, acting as a technical consultant creating development plans, project specifications and implementation strategies. An outline of my core responsibilities is below.

Project Manager, Website Redesign

Managed all related projects and drove every timeline through three design phases (ideation, development, and implementation). In addition to traditional project management tasks such as timeline development and task scheduling; I worked as a project contributor, helping to develop the website architecture, design templates, develop wireframes, and conduct usability testing.

Results:

- Launched 1000+ page website on time and on budget
- Delivered new visual design, interactive elements, website templates, and website content
- Successfully lobbied for purchase and implementation of a new Web Content Management System (CMS)

Search Engine Optimization (SEO)

Researched and maintained keyword lists and keyword maps, conducted competitive analysis to target web pages, develop optimized web content, and implement and measure organic traffic.

Results:

- Increased organic traffic year over year by 20%
- Managed conversion process from old website to new with no negative impact on organic traffic

Pay Per Click (PPC)

Working with an outside vendor I developed multiple PPC campaigns in Google, Yahoo, and MSN. My contributions included maintaining keywords lists, creating keyword groups, developing ad copy and landing pages, and measuring campaign results.

Results:

- Decreased cost per deal by 370%
- Increase number of prospect leads by 340%
- Decreased Cost per Click, Cost per Conversion, and Cost per Lead by at least 200% each
- Developed innovative campaign measurement displaying cost per opportunity in an indirect sales channel

Website Optimization (Multi-variant and AB Testing)

Created and implemented several multi-variant and A/B split tests on multiple web properties; influencing key conversion metrics such as downloads, click thru rates, and form completions while driving valuable insights into user behavior.

Results:

- Increased software downloads by 8%
- Increased overall click thru rates by 23% on certain web pages

Web Analytics

Responsible for measuring, tracking, and reporting all key performance indicators on the SolidWorks website and marketing lead-generation campaigns. Additionally responsible for developing new metrics and identifying gaps in analytic reporting.

Assistant to Manager, Database/Circulation

January 2003 - April 2006

Grand Circle Corporation (GCC) | Boston, MA

I started with GCC as a full-time intern for 6 months through the Northeastern Co-op program. In this role I assisted the database marketing team quantifying, scoring, and measuring lead response rates in a direct mail marketing environment. I continued to work at GCC well after my internship to train and work in advanced list development, segmenting, and database management.

- Created direct mail marketing campaigns based on performance figures and lead scoring metrics
- Developed and managed catalog promotions based on sales performance and production schedules
- Evaluated and quantified response rates for various direct mail pieces to assist in future marketing campaigns

Billing Associate

May 2000 - July 2002

Lighthouse Medical Management | Providence, RI

- Entered patient demographics, charges, and payments for multiple insurance agencies and medical practices
- Worked with clients and insurance agencies to reprocess and finalize denied medical claims
- Updated patient accounts, posted payments, and created hard copy data journals of each transaction

SKILLS

Systems Experience:

- Analytics Packages: WebTrends and Google Analytics
- Content Management Systems (CMS): RedDot
- Optimization Tools: Optimost (Interwoven) and Omniture Test & Target
- Customer Relationship Management (CRM) Systems: Siebel, Epsilon
- Blogging Applications: TypePad and Wordpress

Software Application Experience:

- Adobe Products: Dreamweaver, Photoshop, Flash, Contribute, Audition
- Microsoft Products: Access, Visio, FrontPage, Office Suite

Programming Experience:

- HTML, CSS, SQL

EDUCATION

Northeastern University | Boston, MA

May 2006

Bachelor of Science Degree in Business Administration

Concentration: Marketing and Management Information Systems

TRAINING

Forrester Usability Training • RedDot Expert User Training • Optimost (Interwoven) Testing Methodology

