

"Marketing Specialist with a concentration in PPC, Content Marketing, Client Management, and Branding."

EXPERIENCE

April 2013 - Present • *WordStream - Google Premier SMB Partner* • Paid Search Strategist

- One of 40 (of 200) most senior remaining members of INC's #9 Fastest Growing Private Companies in MA
- Consulted or Managed over 400 Paid Search Accounts in nearly every major industry
 - Clients range from SMBs to national and international accounts with upwards of \$30K monthly spend
 - Led capacity and consulted over 180 clients at once with top percentile retention for several months
 - Doubled conversions and reduced the CPA by 50% in top accounts
 - Achieved top NPS evaluations and regularly receive positive reviews from clients
 - Guided clients through website redesigns, landing page optimization, and email marketing best practices
- Collaborated directly with the Product Department to improve existing features and redesign whole processes
- Wrote original, keyword targeted blog posts: several of which led impressions and comments for the following months, and rank #1 organic position above Google Support pages
- Created/hosted several PPC webinars, including co-hosting a Partner Webinar with Neil Patel of Kissmetrics
- Covered technical support and organized engineer support to address SAAS issues
- Actively participated in crossfunctional meetings that led department strategy and organizational priority

October 2011 - November 2012 • *Back Bay Association* • Marketing Manager

- Directed complete rebranding of the organization:
 - Created message model and positioning statement for all branding and digital content
 - Executed "Back Bay Theme Week" campaign with Boston.com providing print, email, and digital impressions with no cost and direct sales for members
 - Contracted a web development team and directed the redesign of BostonBackBay.com
 - Articulated website calls-to-action, functional requirements, content, and integration with CRM software
- Developed digital communication channels:
 - Established the most content rich email newsletter to increase engagement with members
 - Grew Facebook by 60% to 8,500 followers and monthly reach from 588 to 23,563 unique users
 - Transferred Email Marketing to MailChimp, enabling list segmentation and saving annual costs
- Lead business development strategy:
 - Closed outside/inbound sales with SMBs and large organizations including Wayfair and Bay State College
 - Best of Back Bay Gala: Acquired 47 Retail Sponsors marking the largest signature event to date
 - Transferred all members, billing information, company descriptions, and logos to a new CRM software

May 2010 - April 2011 • *The Advertising Club of Boston (Ad Club)* • Account Executive

- Executed the project management of several campaigns:
 - \$25,000 Title Sponsorship for The Hatch Awards
 - Managed developer to build branded micro-site on a strict deadline
 - Saved the timeline of execution that was 3 weeks behind schedule
 - Designed a complete SCVNGR trek for 150 attendees to promote The Hatch Awards
 - Coordinated People's Choice Award Contest on Boston.com
- Managed collection of over \$400,000 of Membership Revenue and database of 12,000+ members

EDUCATION

2005-2009 • Emmanuel College • Bachelor of Arts in Business Management

INDEPENDENT LEARNING

The Ad Club of Boston

- The Essentials of Account Management

Intelligent.ly

- Nannigans: Facebook Advertising
- How to Tell Your Brand's Story Effectively
- Customer Segmentation: Not Just for Marketers
- Leadership Fundamentals: Creating a Framework to Rally your Troops

Intelligent.ly

- Build and Deliver a Compelling Pitch
- Making Presentations That Change Minds
- Startup Sales to Big Companies

Certifications

- Google Adwords (Search/Display) Certified
- Bing Ads Certified
- Google Analytics Certified