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CAREER SUMMARY

A top performing, seasoned **Digital Marketing Management Executive** with over **10+** years of digital marketing experience and **10+** years of IT experience. I have worked on large digital marketing campaigns and projects and have a record of managing developers and teams to deliver digital marketing projects on time and under budget.

Areas of expertise:

- Innovative and analytical; understands how to optimize digital strategy and tactics to drive business results.
- Strong and current understanding of email, content, and social media marketing concepts and strategies.
- Deep understanding of search engine marketing (SEM), search engine optimization (SEO) strategies, and attribution modeling and multi-variate testing.
- Excellent organizational and project management skills to manage complex projects involving cross-functional teams, contractors and other stakeholders.
- Strong team leader and manager.

Skills:

Digital and Online Marketing • Online Advertising • Digital Strategy • Analytics • Marketing Campaigns • Customer acquisition and retention • Developer management • Marketing Automation • Social Media • PPC/SEM/SEO • B2C • B2B • UX/User Experience • eCommerce • Inbound marketing strategy •

EXPERIENCE & ACCOMPLISHMENTS

CEO

LEARN ABOUT THE WEB INC., • Pasadena, California • 2012 – Present

Independently owned digital marketing startup.

Responsible for the strategic direction, business development and project execution for all platforms, including web, social media, mobile apps and CMS.

Selected accomplishments:

- Responsible for researching and understanding business objectives to identify content opportunities.
- Lead strategy and implementation activities for all digital integration projects (over \$2 Million a year), including UX/UI and content, to maximize lead generation and conversion rates.
- Develop strategy, tracking, reporting and solutions for managing over \$250k of SEO work, including content categorization and structure, content development, distribution and measurement.
- Grew 25,000 member LATW digital coaching program and oversee all account management.
- Manage 100% of client content marketing and distribution via various channels including social media, website, blog, email, and others.
- Develop and execute the editorial calendar for all content marketing programs, using contractors and other external vendors as required.
- Measure and analyze content performance; maintains strong knowledge of the industry and content marketing best practices to continually deliver fresh and engaging content.

HEAD OF DIGITAL STRATEGY

THE WINDOWS NEWS NETWORK • Pasadena, California • 2011 - 2012 – Acquired

Parent company to a group of Windows focused websites and publications with 75 million customers.

** Company Acquired.*

Selected accomplishments:

- Developed inbound marketing strategy to accelerate customer acquisition. Grew site from infancy to 30M visitors in only 18 months, including search, PPC strategy, social, and campaign generation and execution.
- Built Twitter following of 90K+ users; oversee the day-to-day activities of our communities across a variety of social media platforms including monitoring all platforms and tracking social media activity using social media monitoring software.
- Developed engagement and nurturing content marketing campaigns focused on generating revenue from installed base, especially customers on newsletter platform (120K+ subscribers) generation campaign. Ensure design consistency on all platforms, posts, contests and promotions.
- Partnered with Microsoft on a six-figure national information campaign for the new Operating System Windows 10. Manage a team of writers and trainers who generated content and revenue for the company.
- Led a team of individuals in the execution of digital marketing strategies and tactics including search marketing, online promotions, social media, mobile marketing campaigns, content, email and other marketing programs.
- Partnered with website team(s) to execute inbound marketing strategy.
- Acted as a liaison to internal and external stakeholders to ensure efforts and deliverables were aligned with company needs, guidelines, requirements, and business objectives.
- Responsible for PPC management agency, PPC strategy, keyword and campaigns generation, and optimization of current campaigns.

DIRECTOR, ONLINE MARKETING

NNIGMA INC., • Pasadena, California • 2008 – 2011

An Independently owned startup based in Pasadena California.

Led marketing planning sessions for introduction of new ideas and repositioning of products. Oversaw creative material and content development for websites, landing pages, email campaigns and other marketing tools to build traffic and loyalty. Managed the overall Capital and Opex budget and salaries.

- Ensured profitability by tracking and analyzing search results. Developed online direction and strategy of the company and generated revenue.
- Cultivated and maintained relationships with best of breed advertising companies (Kontera, Tribal Fusion, and Google Adwords/Adsense etc.) through keeping up with new online tech trends.
- Established the best, cost effective and most creative ways to engage the customers' online understanding psyche.
- Led project management for marketing requirements and delivery of new and existing tools to enable automation of email and promotions.
- Supported the growth of new company verticals by cross-promoting marketing campaigns and providing strategic recommendations.
- Defined key performance indicators and creates clear linkage between digital strategies and tactics and organizational objectives.
- Established benchmarks, surface metrics, and work with marketing analysts to deliver dashboards and reports that measured the effectiveness of our search marketing, social media platforms and initiatives, content, email, including optimization recommendations.
- Created quarterly and annual reports and presentations on all digital marketing initiatives.
- Oversaw all aspects of social content, including writing and editing content.

SENIOR MANAGER

WARNER BROS., • Burbank, California • Aug 2007 – Oct 2008

A Premier entertainment subsidiary of Time Warner Inc. with approx. 10,000 employees worldwide.

- Managed concurrent projects within the areas of content filtering, application security, corporate legal applications, eDiscovery and Electronic Documents and Records Management (EDRM).

SENIOR PROJECT MANAGER

KAISER PERMANENTE, • Pasadena, California • Jul 2002 – Aug 2007

\$31 billion Healthcare Corporation with 5,000 IT employees worldwide.

- Drove concurrent projects within the areas of HR, Financials, CRM, Audit and Sarbanes-Oxley (SOX) among others. Refined strategies with core groups including Enterprise Architecture and Finance. Contributed to building an authentic PMO.

SENIOR TECHNICAL MANAGER

VERITAS SOFTWARE (NOW SYMANTEC), • Sunnyvale, California • Sep 2001-Jun 2002

Headquartered in Mountain View, California, the company specialized in storage management software.

- Oversaw operations of a global PeopleSoft 8 HR implementation. Kept key stakeholders abreast of project status including senior management and vendors such as Novell, Oracle and Mercury Interactive. Collaborated with regulatory experts for EU compliance.

OPERATIONS MANAGER

CORIO INC. (NOW IBM), • Redwood City, California • Jul 1999-May 2001

One of the first companies to offer ERP application services and acquired by IBM a number of years ago, the company had 700 employees and sales of over \$300 million at its peak.

- Oversaw the continuous and successful operations, while running the Educational Services Department. Managed 64 employees. Supported operational growth for the organization. Reported server and network statistics to the VP of Operations.

SENIOR CONSULTANT

EDS, • Plano, Texas • Mar 1998- Jul 1999

\$20.7 billion Company, which is ranked as one of the largest services companies on the Fortune 500.

- Worked within the Enterprise Applications Consulting Group, which was in the infancy stages upon hire; helped build the department over a 2-year period. Supervised 10 consultants. Partnered with project managers to lead technical deployments of PeopleSoft applications at multiple client locations.

CONSULTANT

DELOITTE CONSULTING, • Philadelphia, PA • Jul 1996-Mar 1998

Deloitte is the largest professional services network in the world by revenue and has 193,000 employees in more than 150 countries providing audit, tax, consulting, enterprise risk and financial advisory services.

- Worked in the Enterprise Applications consulting group. Responsible for technical planning for ERP implementations specifically around PeopleSoft Financials - GL, AP and PC. Responsible for sizing environments and helping to respond appropriately to RFP's in the attempts to secure clients.

EDUCATION

Bachelor of Science in Management Information Systems/Marketing - Drexel University, Philadelphia, Pennsylvania

PUBLICATIONS

Published in The New York Times, Forbes, Wall Street Journal, Huffington Post, and Seeking Alpha