

Digital marketing professional with 14+ years' experience in content marketing, digital media management, and marketing strategy. Self-starter, highly motivated; works well independently or within a collaborative team. Seeking a position to provide maximum ROI by implementing effective digital strategies through the development of relevant, engaging content.

- Analytics & metrics
- Brand and design strategy
- Inbound marketing strategy
- Content & social media marketing
- CRM implementation & integration
- Copywriting and editing
- Digital lead generation
- Marketing Automation Strategy
- SEO & PPC
- Photography

Freelance, Cleveland 5/10 - Present

Digital Strategy Consultant

Providing insights, advice, and strategies for companies that lack an internal web marketing team or an existing online marketing strategy.

- Create and publish effective and engaging content including press releases, white papers, e-books, and more
- Manage online marketing activities for several client sites, including development of email programs and content for SEO and social media
- Provide client brand owners and merchandising managers with information and support for using social media channels for marketing research and product development
- Evaluate existing client content platforms for viability and provide options for updates and/or replacement technologies

Fathom Digital Marketing, Cleveland 1/14 – 3/15

Providing digital marketing services for various clients across multiple verticals, specializing in content development & marketing, usability, and consumer experience

Senior Digital Marketing Strategist

Acted as senior account executive and digital strategist for two main clients, Simmons Hanly Conroy LLC and Fitworks.

Simmons Hanly Conroy LLC

Account manager and project coordinator for large St. Louis-based law firm specializing in mesothelioma litigation. One of the agency's largest clients.

- Managed \$1,000,000 annual PPC budget, \$40k/month MRR, and \$50k annual project budget
- Increased online-originated mesothelioma cases by over 100%, doubling revenue for client in 2014
- Collaborated with on-staff copywriters, freelancers, and SEO specialists to create and develop relevant and shareable content
- Provided reporting on SEO and PPC metrics, conversion KPIs and ROI
- Ongoing content development for on-and-off site SEO, via blogs, social media posts, white papers, and more
- Planned and implemented branding and content updates after acquisition of competitor
- Re-designed and re-launched pharmaceutical litigation website
- Originated the innovative "Warmth Initiative" to improve consumer opinion online, based upon results from usability studies and social media audits

Fitworks

Account manager and marketing strategist for Ohio-based gym chain.

- Created and pitched aggressive content strategy for client for 2014-2015 to improve organic search rankings
- Won PPC business from competitor, increased revenue by 25% over six months
- Developed proposal to shift websites to Wordpress from proprietary platform

Crain's Cleveland Business, Cleveland 1/12 – 1/14

Leading regional newspaper reporting on North East Ohio's business landscape.

Manager of Digital Strategy & Development

Tasked with doubling digital revenue year-on-year while determining general digital strategy to keep the publication modern and relevant.

- Oversaw and implemented digital content strategy for regional B2B publication
- Introduced innovative guest blogger program, with over 50 writers providing content across five weekly or bi-weekly columns
- Digital content strategy resulted in unprecedented growth, including:
 - Digital revenue increased from \$300,000 in 2011 to \$600,000+ projected for EOY 2013
 - Ad impressions increased from 13 million in 2011 to nearly 30 million in 2013
 - Increased visits by 70%, unique visitors by 32% and page views by 30%
 - Doubled page views for video products, increased gallery traffic by a factor of 8
- Responsible for digital version of 2013 Neal Award winning feature, "*Remaking West 25th Street and the Market District*"

Masco Cabinetry, Middlefield, Ohio 1/09 – 11/10

Manufacturer of three nationally recognized cabinetry brands, KraftMaid®, Merillat® and QualityCabinets®, and the DeNova™ countertop brand.

Web Content Manager

Responsible for all online content relating to KraftMaid brand, along with web project management and site development.

- Spearheaded a \$500,000 online product launch for 2011 at www.kraftmaid.com, including coordination of vendor relations, direction of server hardware upgrade, remediation of previous code issues, and interaction between marketing teams and outside vendors
- Created content for re-launch of www.kraftmaid.com in 2009 and developed site enhancement to support current and future marketing initiatives
- Headed up a \$400,000 project, including design, implementation, and marketing, to launch www.homeoptionsstorage.com in support of an entirely new product line
- Proposed and wrote guidelines for responsible corporate social media activities, later adopted as Masco Corporation's official policy

Insurance.com, Solon, Ohio 8/05 – 1/09

Digital auto insurance agency providing online comparison shopping with real quotes, purchasable online from over a dozen carriers.

Editor

Led writing team in creating engaging content for auto insurance customers

- Developed award-winning content for direct mail, interactive ads, and email campaigns
- Wrote and optimized content for SEO relating to financial matters, insurance, safety, etc, monitoring keyword activity for maximum impact and ongoing improvement

Greymalkin Designs, Medina, Ohio 2007 - Present

Owner

- Owned and operated small-press publishing company
- Lead writer on three publications, responsible for product development and marketing
- Extensive technical writing involved in developing rules for game simulation.

Edgepark Surgical, Twinsburg, Ohio 2004 - 2005

Copywriter

- Produced educational newsletter for customers with diabetes
- Responsible for 16,000+ product descriptions online and in print

Advanstar Communications, Cleveland 2001 - 2004

Web Content Coordinator

- Managed editorial content for several websites
- Part of development team for in-house Content Management System

EDUCATION

Bachelor's Degree, English, Ulster University, May 1994

John Braidwood Research Fellowship, Queens University Belfast, 1997

PROGRAMS & APPLICATION EXPERIENCE

- Microsoft Office (Word, Excel, Powerpoint, Outlook), Mac and PC
- Adobe Creative Suite (Photoshop, Lightroom, Dreamweaver, Illustrator, InDesign)
- Adobe Analytics
- Google Analytics
- Google AdWords
- Google Docs
- Brightedge (Certified)
- Wordpress
- HTML
- CSS
- Responsive web & email design
- Marketo
- Concentri
- Hubspot
- Hootsuite
- Twitter
- Facebook
- Instagram
- Pinterest
- SalesForce