

ELLEN TUCKETT | DIGITAL PROJECT MANAGER

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PROFESSIONAL SUMMARY

- * Fortune 500 experience with major corporations such as GE, Con Edison, Thomson Reuters and Purdue Pharma
- * True digital expert with an unusual blend of marketing, design, analytical and technical skills
- * Thrive in busy, fast-paced environments; able to deliver excellent results under pressure.
- * Equally successful when managing direct reports or leading cross-functionally in a matrix environment.

AREAS OF EXPERTISE

* Digital Marketing Strategy * Project Management * Web Ads and Remarketing * SEO/PPC Marketing
* Web & Graphic Design * Social Media/Marketing * Web Analytics * Content Creation/Management * Branding and Identity

PROFESSIONAL EXPERIENCE:

DIGITAL SERVICES MANAGER Philips, North America Stamford, CT May 2015 - Present

Team leader, responsible for managing the Digital Services demand and customer relationship for the United States and Canada for Philips Consumer Lifestyle division. Works in line with Philips Global Digital Services strategy, and is responsible for the initiation, delivery, send/go live and analysis of Philips digital marketing campaigns, working with global digital campaign leaders to guarantee the correct execution and analysis of each campaign. Continuously advises on running digital campaigns and optimizes where required, taking into account set campaign KPI's.

Serves as liaison with counterparts around the globe, sharing and leveraging digital best practices. As well as working with U.S. digital agencies and global 3rd parties to improve ways of working and associated processes.

AWARDS - 3 Awards obtained in first year and ½ years of employment

2016 Team Up Award 2016 for CRM Improvement Project

As member of the Digital team, the team increased Philips mail-able base by 256% in November 2016 in North America. This included global scaling: 7 Markets successfully leveraged the same Black Friday Blueprint in their Countries. Including all markets, the CRM campaign increased revenues by +377%.

2016 Recognized for "Taking Ownership" Black Friday CRM Campaign

2016 Recognized for: Digital Online Execution for Philips.com

WEB & DIGITAL MEDIA MANAGER ConEdison Solutions Valhalla, NY 2008 – May 2015

Reported to VP of Marketing and worked closely with business unit marketing managers to plan and execute digital marketing strategy. Accountable for website design and management, social media marketing, SEO and PPC marketing, content management, web advertising and analytics. Managed digital marketing agencies, and designed all digital marketing assets.

by the sales team.

Awards & Honors for Digital Projects:

Recognized for: - Innovation, - Commercial Excellence, - Imagination, - Exceeding Expectations

WEB SITE MANAGER Thomson Learning, (Thomson Reuters) Stamford, CT 2004 – 2006

- * Created web site branding standards and guidelines for corporate website.
- * Boosted traffic to online catalog by 20% by integrating Google Search into the corporate website.
- * Implemented company's first web analytics, using Sitecatalyst to understand and analyze site performance.

WEB CONTENT MANAGER Purdue Pharma, Stamford, CT 2000 – 2004

- * Managed all digital projects for 8 corporate websites and 40+ Intranet sites.
- * Led/managed team of 5 content developers.
- * Introduced new technology such as streaming media for training and major global corporate communications.
- * Cut costs and improved productivity by introducing template for Intranet navigation design.

ART DIRECTOR AchieveGlobal, Stamford, CT 1998 – 2000

Key Roles: Multi-Project Management, Vendor Relationship Management

- * Creative direction, managed print production for multi-lingual global training sales materials.
- * Provided strategic consultancy on best use of design to ensure that business objectives, budget and deadlines were met
- * Worked closely with project teams across multiple departments.
- * Managed graphics department staff of 3, sourced and managed 2 freelance designers.

EDUCATION

Masters of Science Digital Marketing	Sacred Heart University, CT	2017
Masters of Science Information Technology	Sacred Heart University, CT	2012
Bachelor of Science - Major: Political Science	Charter Oak State College, CT	2000
Digital Marketing Certification	Sacred Heart University, CT	2015

TECHNOLOGIES:

Google Adwords, Google Analytics, Adobe SiteCatalyst, Adobe Experience Manager, Qlikview CRM Analytics, Sitefinity CMS, Pardot Marketing Automation, Hoot Suite, Adobe Creative Cloud (DreamWeaver, Fireworks, Flash Professional, Photoshop, Illustrator, InDesign, Adobe Muse) HTML5, CSS, JavaScript

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