

## ELLEN TUCKETT | DIGITAL PROJECT MANAGER

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### PROFESSIONAL SUMMARY

- \* Fortune 500 experience with major corporations such as GE, Con Edison and Thomson Reuters
- \* 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

### 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 - 4 Awards obtained in first year and 10 months of employment

- 2017 Philips Digital Awards, Global Award Winner for US Black Friday CRM Campaign
- 2016 Team Up Award 2016 for CRM Improvement Project

As member of the Digital team, increased Philips mail-able base by 256% in November 2016 in North America. The CRM US Black Friday campaign increased revenues by +377%.

- 2016 Recognized for "Taking Ownership" US Black Friday CRM Campaign
- 2016 Recognized for: Digital Online Execution for Philips.com in Q4

#### 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.

Overview: Completely overhauled the company's online presence, resulting in record-breaking traffic, engagement and conversions. Integrated strategy includes SEO, PPC, remarketing, email marketing, social advertising and the use of marketing automation technology.

- \* Led all aspects of \$250K project to replace outdated brochure website with full service e-commerce platform. Collaborated with external design firm on web strategy, user experience, design, and development. New site includes live chat, active blog, lead generation systems, and online sign-ups.
- o Increased web enrollments 128% in the first year
- o Grew unique visitors by 122% between 2012 and 2014
- o Drove growth in page views from 613,822 in 2012, to 1,150,420 in 2014.
- \* Devised and executed the company's first social media marketing strategy, advocating passionately for the importance of social media and establishing profiles on Facebook, LinkedIn, Google+, Twitter, Youtube and Pinterest.
- o Drove 430% increase in customers secured via Facebook by utilizing paid advertising.
- o Tripled Facebook Likes, boosted engagement 15% and delivered organic Twitter growth of 25%, all in just 6 months.
- o Authored company's Social Media Guidelines.
- \* Managed PPC marketing strategy that has consistently delivered double-digit improvements and played a central role in lead generation.
- o Reduced CPA from \$100+ to \$40 between 2012 and 2015
- o Increased conversions 550% in the same timeframe.
- \* Devised and executed content and SEO strategy, utilizing company blog to attract new clients and raise brand awareness.
- o Grew blog traffic an average of over 1200 sessions per month.
- \* Created cohesive brand image, authored guidelines and redesigned all marketing collateral. Led team that implemented new logo across all aspects of the organization.
- o Completed logo implementation on time and 53% under budget.
- \* Coordinated with HR to author social media policy designed to protect the company's reputation and profitability.

#### SENIOR GRAPHIC DESIGNER (DIGITAL PROJECT MANAGER)    General Electric, Norwalk, CT                      2006 – 2008

Managed digital marketing initiatives; designed and produced web and interactive projects; worked closely with different business units and departments to create interactive applications.

#### Overview:

Received 4 prestigious internal awards for introducing innovative digital applications that drove sizeable revenue and margin gains.

- \* Cut video production costs 90% and production time 80% by developing and launching a portable in-house production studio.
- \* Improved employee engagement 35% by creating corporate video e-communication.
- \* Reduced training costs by devising interactive training tool that was subsequently adopted across multiple GE business units.
- \* Boosted sales by designing and developing interactive web applications utilized as highly effective tools 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 - Computer Science & Information Technology	Sacred Heart University, CT	2012
Bachelor of Science - Major: Political Science	Charter Oak State College, CT	2000

## 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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