

---

**DIGITAL PROJECT MANAGER | DIGITAL CAMPAIGN MANAGER**

- **F500 experience with major corporations such as GE, Con Edison, Thomson Reuters and Philips North America.**
- **Expertise in designing and executing integrated social, CRM, email, and digital marketing campaigns.**
- **Consistently deliver ROI – e.g. created online campaign that drove 377% sales growth for current employer.**
- **True digital expert with an unusual blend of marketing, design, analytical and technical skills.**
- **Flexible, collaborative and proactive professional with strategic and tactical skills; thrives under pressure.**

---

**AREAS OF EXPERTISE**

- Digital Project Management
- Cross-functional Relationships
- Content Management
- CRM / email marketing
- Product Activation
- Customer Data Acquisition
- Social Media Marketing
- SEO/PPC Marketing
- Digital Analytics

---

**WORK EXPERIENCE****PHILIPS, NORTH AMERICA****2015 – Present****Digital Solutions (Marketing Operations) Manager**

Manage North America's digital marketing operations for Personal Health division's digital platforms. Received 4 performance awards beginning in the first year of employment and each subsequent year thereafter. Align objectives with global digital marketing strategy and manage/analyze all digital marketing campaigns, working cross-functionally to manage projects from initial idea to final output and collaborating with global business units. Deliver best-in-class content and help drive conversions. Project manage and execute B2C integrated marketing campaigns. Drive campaign development and leverage insights and customer intelligence to execute end-to-end programs. Launched and managed in North America the Philips Product Tester Platform (PTP) website. PTP is a Philips website running on the Salesforce platform in which consumers can apply to test and review selected Philips Products. In 2018 consumer testing on PTP raised the average consumer rating from a 3.6 to 4.5 for a Philips shaver model. Subsequently promoted and presented the success of the Philips Product Tester Platform program to the Marketing Department to encourage buy-in and subsequent Philips Product Tester Platform tests. Volunteered for additional interim CRM responsibilities following departure of colleague.

**Overview: Won 4 performance awards during tenure including 2018 "Take Ownership to Deliver Fast"**

- Awarded 2018 "Take Ownership to Deliver Fast" for launching Product Test/Ratings & Reviews Platform in North America
- Awarded prestigious Global Award at the 2017 Phillips Digital Awards for executing #1-ranked Black Friday CRM campaign; increased online sales 377% and grew the CRM database 256%.
- Awarded 2017 "Team Up Award" for CRM Better Me, Better World Loyalty Program. One week CRM/Website promotion successfully drove \$569K in sales for Philips North America surpassing sales by 220% acquired in the 2016 Black Friday Campaign.
- Awarded 2016 "Team Up Award" for CRM Improvement Project to acquire new contacts into shrinking database

**CON EDISON SOLUTIONS (subsidiary of Con Edison)****2008 – 2015****Web & Digital Marketing Manager**

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.
  - Increased web enrollments **128%** in the first year
  - Grew unique visitors by **122%** between 2012 and 2014
  - Drove growth in page views from **613,822** in 2012, to **1,150,420** in 2014.

## CON EDISON SOLUTIONS (continued)

- 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.
  - Drove **430%** increase in customers secured via Facebook by utilizing paid advertising.
  - Tripled Facebook 'likes,' boosted engagement 15% and delivered organic Twitter growth of 25%, all in just 6 months.
- Managed PPC marketing strategy that has consistently delivered double-digit improvements and played a central role in lead generation.
  - Reduced CPA **from \$100+ to \$40** between 2012 and 2015
  - Increased conversions **550%** in the same timeframe.
- Devised and executed content and SEO strategy, utilizing company blog to raise brand awareness.
  - Increased blog traffic by an average of **1,200** 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.
  - Completed logo implementation on time and **53%** under budget.
- Collaborated with HR on social media policy designed to protect the company's reputation and profitability.

## GENERAL ELECTRIC (GE CAPITAL DIVISION)

2006 – 2008

### Digital Project Manager/Senior Graphic Designer

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 creating interactive tool subsequently adopted across multiple GE business units.
- Boosted sales by designing interactive web applications utilized as highly effective tools by the sales team.

### Early Career:

**Web Site Manager** - THOMSON LEARNING, (Thomson Reuters) Stamford, CT, 2004 – 2006

**Web Content Manager** - PURDUE PHARMA, Stamford, CT, 2000 – 2004

---

## 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, 2000

**Digital Marketing Certification**, Sacred Heart University, CT, 2015

---

## AWARDS & TECHNICAL INFORMATION

5 Philips awards: recognized for Ratings & Reviews, CRM improvement, campaign success and online execution.

4 GE Impact awards: Recognized for innovation, commercial excellence, imagination, and exceeding expectations.

**Technologies:** Adobe Experience Manager CMS, Sitefinity CMS, Adobe Creative Cloud, HTML, CSS, JavaScript, Bazaarvoice Ratings & Reviews Platform, Salesforce, Adobe Analytics Suite (Omniture), Google Analytics, Google Adwords, CRM Oracle Eloqua B2C, Pardot Marketing Automation, Hoot Suite