



DIRECTOR, MARKETING OPERATIONS

- Expertise in project management and communications for planning and executing multi-channel digital strategies across email, web and social media.
- Consistently delivers ROI – e.g. created online campaign that drove 377% sales growth.
- True digital expert with an unusual blend of marketing, design, analytical and technical skills.

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

TECHNICAL SKILLS: Salesforce, Pardot Marketing Automation, CRM Oracle Eloqua B2C, Marketo, Sprout Social, Hoot Suite, WordPress, Adobe Experience Manager, Survey Monkey, Mailchimp, Google Trends, Tableau, Slack, Photoshop/Illustrator, HTML, CSS, JavaScript, Adobe Analytics Suite (Omniure), Google Analytics, Google Ads, Google Sheets,

WORK EXPERIENCE

TEDMED, STAMFORD, CT

October 2019-April 2020

Director Digital Operations

Managed all TEDMED technology-related projects, including managing the content and functionality that appeared on TEDMED's website, mobile app and other online tools. Managed offshore resources to execute web development projects and collaborated with external technology partners on various digital projects.

- Executed TEDMEDs' website strategies, SEO strategies, and social media campaigns
- Managed production of the TEDMED event app, "TEDMED Connect", working with an external event app technology vendor to execute from design and feature conception through launch.
- Maintained online event registration and website administration system, coordinating updates and implementing new functionality as needed.
- Recommended new technologies and orchestrated proof of concept
- Performed website design/maintenance and web analytics
- Composed creative advertisements for website specials to raise conversion rates
- Maintained features, functionality and content on TEDMED.com, addressing bugs and content updates as needed.

PHILIPS, NORTH AMERICA

2015 –October 2019

Digital Solutions (Marketing Operations) Manager

- Managed North America's digital marketing operations for Philips' Personal Health division. Project managed and executed B2C integrated marketing campaigns.
- Managed consolidated US corporate website project known as ONESITE (the merger of the CMS with the e-commerce platform) improving D2C consumer online experience.
- Partnered with the global marketing team and business unit stakeholders to deliver best-in-class experiences and content in social media and on Philips.com that helped drive conversions.
- Drove campaign development and leveraged insights and customer intelligence to execute end-to-end programs.
- Launched and managed North Americas' Philips' Product Test/Ratings & Reviews Platform running on Salesforce. In 2018 Led consumer online product testing project and raised a Philips products' average consumer rating from a 3.6 to 4.5
- Volunteered for additional interim CRM responsibilities following the departure of a colleague.

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

- Awarded 2018 Philips "Take Ownership to Deliver Fast" launching Product Test/Ratings & Reviews Platform in North America
- Awarded prestigious Philips 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 Philips "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 Philips "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.
- 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.
- Collaborated with HR on social media policy designed to protect the company's reputation and profitability.
- 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

EARLY CAREER

Digital Project Manager/Senior Graphic Designer – GENERAL ELECTRIC Norwalk, CT, 2004 – 2006

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

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

EDUCATION

Master of Science, Digital Marketing – Sacred Heart University, CT, 2017

Master of Science, Information Technology – Sacred Heart University, CT, 2012

Bachelor of Science, Major: Political Science – Charter Oak State College, 2000

Certified Marketer – General Assembly Digital Marketing and Technology Program, 2019

AWARDS

4 Philips awards: Recognized for ratings & reviews program, CRM improvement, campaign success and online execution.

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