
A highly effective marketing professional with a combined experience in world-class B2B digital marketing and integrated communications, seeking a senior management marketing and digital solutions role to help transform an organization's integrated business strategy.

QUALIFICATION HIGHLIGHTS

- ✓ Manage global B2B and B2C digital marketing, marketing communication, and advertising strategies including leading agency, freelance, and vendor relationships, resulting in increased brand awareness, customer loyalty and repeat business and finding the most efficient balance of internal and external resource spend.
- ✓ Lead marketing automation/demand generation across multiple platforms for businesses including lead capture, qualification, segmentation, measurement and CRM integration.
- ✓ Coordinate integrated marketing and data-driven content strategies to successfully increase brand awareness and significantly improve lead generation and lead nurturing activities.
- ✓ Analyze data, determine insights, use multi-variant testing and develop recommendations to optimize user experience and engagement using internal data sources and analytics tools to define key performance indicators (KPIs).
- ✓ Coordinate hands-on Search Engine Optimization (organic and paid) including keyword/phrase research, site structure improvement, page construction, budgeting, and SEO copywriting for domestic/international sites.

EXPERIENCE

Senior Digital Marketing Manager (worldwide), Tyco Fire Protection Productions, Lansdale, PA

2014 – April 2016

Digital & Integrated Marketing and Communications Strategy for Global B2B

- Provide strategic leadership, vision and budget management to business functions and agencies globally for build of websites, mobile applications and experiential tools to create demand and drive business growth to meet sales goals.
- Led all major websites, microsites and landing pages totaling over a million visitors per year. Currently consolidating all sites into new brand architecture and CMS platform.
- Lead measurement tracking for integrated marketing initiatives including Google, CRM and Marketing Automation tools.
- Development of the social media engagement strategy and measurements including brand and message alignment
- Responsible for the consolidation, rejuvenation and segmentation of over 200,000 contacts residing in multiple platforms to move to one marketing automation platform.
- Led new Salesforce and Marketing automation lead campaign process with Pardot and Marketing Cloud to make sure all marketing communications generated leads are properly routed through the selling funnel
- Key leader on Tyco Fire Protection's marketing communication team and the business representative for Tyco's enterprise-wide steering team for new customer ecosystem including CRM rollout to improve entire lead generation and funnel process.

Global Digital Marketing Manager, The Dow Chemical Company, Midland, MI

2010-2014

Digital & Integrated Marketing and Communications Strategy for Global B2B and B2C

- Direct team of digital managers, creative directors, content techs, project managers social media experts and communicators
- Co-chair demand generation, marketing automation and content management steering teams for businesses and Dow's corporate efforts working with IT, digital development and editorial teams.
- Engage Dow audiences by working with social media teams in two-way dialogues to build awareness, demand, advocacy and loyalty and develop new measurement strategies and integration into web and e-campaigns.
- Serve as business focal point for emerging digital marketing trends and up-to-date strategies and measurement tactics through presentations and webinars to effectively communicate brand value via customer-centric value propositions.
- Lead measurement and dashboard creation for different leadership tiers in corporate and business functions and lead training in web analytics and ROI to deliver data-driven strategies and persona identification.

- Received Dow awards for the development and implementation of the Dow Chemical Company's product finder under the new Dow brand architecture and strategy leading to over 4,000 new qualified leads over first six months of launch.

Marketing and Digital Director, Crane Materials International, Atlanta, GA

2003-2009

Digital Marketing for B2B and B2C

- Led development and implementation of full digital marketing and branding project that reintroduced Crane Materials as a complete waterfront solutions company. Project resulted in \$27M in new revenues, including \$4.3M as a direct result of digital marketing and resulting in 35% of direct business from digital marketing efforts and a 402% ROI.
- Directed and managed design of all integrated marketing materials including: Web design and development, e-mail programs, video production, e-newsletters, banner ads and news feeds.
- Design and maintenance of 3 domestic Web sites and 5 sites in Russian, Spanish, Dutch, German and English.
- Managed search engine marketing and analytics, including organic search engine optimization and pay-per-click advertising with Google and Yahoo!, averaging \$50,000 a month.
- Established Top 3 Google search ranking in target keyword areas, with an average conversion rate of 15% on all click-through traffic, achieving 27% click-through conversion on keyword "seawall" and 21% on the key phrase "sheet piling".

Marketing and ROI

- Designed and implemented B2B and B2C print material including brochures, sell sheets, banners and print advertising.
- Managed brand development for the umbrella company and four major brands.
- Managed million-dollar annual marketing budget that resulted in \$25M in direct sales.
- Designed and conducted monthly company presentations for 150 people in 3 locations including a live, video broadcast.
- Analyzed, developed, updated, and oversaw customer service processes and procedures.
- Created and oversaw execution of all public relations initiatives, including an appearance of the company president on CNBC, being interviewed by radio shows, and multiple design and publication of full length articles including Marina Dock Age and Composite Manufacturing Magazine.
- Developed, implemented and managed internal CRM database to track all sales contacts and leads from initial product interest to purchase.

IT Director, Grey Healthcare Group, New York, NY

1998-2002

E-marketing and E-detailing for Pharmaceutical Advertising and Medical Education

- Managed design, launch and implementation of web sites, interactive programs and tools to meet internal, client and consumer needs with third party vendors and agencies.
- Fully lead the technical development of Botox.com, Ulifeline.org, JedFoundation.org, and MultipleMyeloma.org.
- Served as technical liaison between client managers and global clients including Merck, Pfizer, Eli Lilly, GSK, Forest, Allergan, Johnson & Johnson, Novartis, Janssen, Eisai and the Multiple Myeloma Foundation.
- Successfully completed large technical project for Allergan's Botox e-marketing launch. Interfaced with project owners and gathered input from diverse creative, administrative, sales, and marketing teams to ensure all technologies were state-of-the-art, extensible, cross-browser compatible, and could handle media technologies such as video and audio feeds with large audience volumes as Botox team executed marketing, PR and advertising efforts for the launch of the product.

Technical Support and Management

- Directed activities of 20-member technical team with design, programming, production, and technical support expertise.
- Oversaw IT project development and support for 3 companies with offices in New York, California, Connecticut and Europe that included 450 employees running both PC and Macintosh computers.
- Coordinated the creation and maintenance of web and database servers that hosted company and client web sites
- Designed and created databases for invoicing, job tracking, electronic timesheet system, human resources, art buying, inventory and help desk/trouble ticket support. Electronic timesheet system was web enabled.

IT Software Specialist/IT Assistant Manager/IT Executive Support, Philip Morris, New York, NY

1995-1998

EDUCATION

BA: Social Science and English, Hofstra University, Hempstead, NY

1990-1995