

## DIGITAL MARKETING PROFESSIONAL

A dedicated, tenacious, **Digital Marketing Professional** highly regarded for increasing brand recognition via email and social media marketing. Deftly manages small to large-scale projects that strategically assist brand growth. Recognized as a strong communicator and relationship builder who integrates client requirements to guide full lifecycle marketing campaigns. A motivated self-starter known for collaborating well with diverse personalities and people at all levels of an organization.

### CORE COMPETENCIES

Email Marketing | Quality Analysis | Social Media | Strategic Planning | Marketing | Video Editing/Production | Digital Marketing Branding | Web Design | SEO | HTML | CSS | jQuery | JavaScript | Adobe Creative Suite (InDesign, Photoshop, Dreamweaver) | Final Cut Studio | Final Cut Pro | After Effects | Google AdWords

### PROFESSIONAL EXPERIENCE

#### PayPal | 2017 – 2019

##### Marketing Generalist 2, NA CMG E2E QA & Testing

- Liaised with marketing and marketing operations to align build data with marketing strategy.
- Provided in-depth and thorough review for all images, text, and links in marketing assets, including e-mail marketing, PayPal internal placement ads/banners, checkout banners, marketing incentive offers, social/paid media, and additional marketing products ensuring brand and messaging consistency.
- Spearheaded e2e issue management across multiple business units, including identification, root cause analysis, and remediation plans for multiple technical and process errors identified through testing.
- Established a technical testing environment to ensure marketing campaigns followed required processes to mitigate risk while maintaining all branding requirements.
  - Opened the technical testing environment to consumer campaigns in less than six months and expanded to merchant campaigns in under twelve months, due to the successful testing launch in credit campaigns.
- Created a transitional testing process to verify content match from original system to new system, ensuring no downtime between processes for a critical transition between backend MarTech platforms.
  - Achieved successful transition a full week ahead of schedule, allowing an easier hand-off to marketing teams to start using.

#### Mid-Atlantic Protel, Inc | 2016 – 2017

##### Senior Sales Associate: 2017 | Sales Associate: 2016 – 2017

- Promoted to positions of increased authority and responsibility due to exceptional leadership abilities.
- Performed monthly operational training sessions for all team members, improving operations and enhancing team performance.
- Maintained and processed returns and trade-ins, ensuring swift resolution and exceptional customer service.
- Spearheaded a local initiative to improve store performance by building mutually beneficial relationships and key local businesses, elevating store ranking from 12 of 12 to a coveted spot in the top five.
- Trained a retail sales team of up to 9 to increase overall sales through targeted selling techniques, improving the average sales for individual contributors by 10% and store sales by 25%.

#### 123Gaming Inc | 2015 – 2017

##### US Marketing/Social Media Manager

- Designed and launched a social media marketing campaign, increasing brand awareness by 20%.
- Performed in-depth customer research to determine a range of demographics for targeted ads.
- Managed a community of 10K+ players and curated an online blog to promote additional handle from players.
- Constructed a social media calendar for an Advanced-Deposit Wagering site focused on horse racing spanning the major horse racing events of the year, increasing player count by 20% in less than three months.

#### Derbyjackpot.com | 2013 – 2014

##### Community Manager

- Collaborated directly with company founders to establish a community structured around the 10K+ players of the site.
- Moderated an on-site chatroom to create a friendly and supportive environment.
- Managed social media accounts increasing player and potential player site visits.
- Supported players through Q&A regarding features and updates.
- Performed testing for future versions to ensure stable public releases.

**Additional Experience:** Tech Support, Airmail | 2014 – 2016

### EDUCATION

**The Art Institute of York:** Associate of Specialized Technology – Digital Arts