

Client Name

Enterprise Marketing Management Professional

Growth-focused leader with extensive experience in leading the planning and delivery of marketing campaigns across integrated channels to unlock value for top-tier corporations, including Audigy and Bloomsbury Publishing.

Qualifications Summary

- Marketing strategist with notable success in devising and executing customized plans for high-profile clients across varied industrial segments, while effectively managing retained budgets to cultivate trusted advisor relationships.
- Instrumental in conducting detailed analysis of marketing programs/initiatives and associated KPIs, including ROI for extracting and presenting critical insights to executive leadership aimed at facilitating informed decision-making.
- Excel at supporting digital teams in improving overall marketing efforts, including print/digital tactics, social media, advertisements, and key messaging optimization for boosting engagement and elevating conversion rates.
- Adept at building, coaching, and leading high-performance teams to provide unified client experiences.
- Detail-oriented professional with proven capability to manage large-scale projects, while actively collaborating with internal shared services, marketing, sales, legal, and business development teams to achieve corporate goals.

Areas of Expertise

- Multi-channel Marketing
- Marketing Communications
- Trusted Advisor Certified Consultant
- Project Management
- Integrated Campaign Management
- SEO & Social Media Management
- Cross-functional Team Leadership
- Budget Planning & Management
- Google Analytics
- Client Account Management
- C-Suite Presentations
- Key Relationship Building

Career Experience

Audigy, Vancouver, Washington
Senior Marketing Manager

2015 – 2022

Served as marketing lead and project manager for 20 clients and related teams across the eastern United States with a focus on cultivating trusted advisor relationships. Devised customized marketing plans for clients through effective management of annual marketing budget valued at \$2M. Developed and rolled out multi-channel marketing campaigns across print/digital tactics in line with KPI and revenue targets. Conducted weekly, monthly, quarterly, and annual client-facing reviews related to return on investment for enhancing marketing efforts. Collaborated with the consultant team to plan and execute business growth plans for clients. Delivered insightful presentations to C-level executives regarding territory performance on QBRs. Orchestrated captainships within the marketing team, including paid digital tactics, new client onboarding process, and team meetings.

- Evolved the client's marketing tactics and improved performance based on critical program analysis, including beta-testing programs and gathering testimonials by liaising with the internal shared services team.
- Awarded with promotion from Marketing Manager to Senior Marketing Manager and fostered client relationships, as well as managed key business aspects, including operations, financial, HR, and professional development activities.
- Selected by the organization to manage enterprise client accounts and oversaw complex businesses by proposing strategic business recommendations geared toward value/benefit delivery.

- Managed SMB clients and later on got promoted to collaborate with enterprise key clients.
- Devised strategies and proposed modifications in conjunction with SEO, social media, paid ads, and marketing automation teams.

Bloomsbury Publishing, New York, New York
Marketing Manager

2012 - 2015

Marketed 500+ titles annually in North America across multiple educational disciplines through strategic communication and negotiation. Created and managed print/digital content, such as blogs, eblasts, and social media across several outlets by collaborating with marketing counterparts internally and in the UK office. Leveraged SEO to update the company website, built promotional sales, and led print/digital advertising campaign development. Coordinated conference involvement with the UK editorial team at six trade shows per year.

- Promoted from Marketing Associate to manager within the first 10 months of employment.
- Generated thousands of dollars in sales by overseeing Bloomsbury's involvement in six major trade shows annually.
- Planned and developed 25-30 email campaigns quarterly to align with the editorial and marketing strategy.
- Facilitated clients in devising and executing brand strategy across their business to elevate top/bottom-line growth.

Educational Background

Politics, Philosophy, and Economics, The King's College, New York, New York