

Marketing Manager

Versatile and results-oriented professional with extensive experience developing high-impact integrated multichannel marketing plans. Proven track record of designing and implementing acquisition and retention strategies that drive substantial revenue growth. Proficient in optimizing digital channels, crafting compelling content, and leading cross-functional teams to achieve business goals. Adept at analyzing campaign data to extract insights that maximize ROI. Strong interpersonal skills able to build collaborative working relationships within cross-functional teams. Committed to continuous personal and professional development with a keen eye for innovation and a passion for delivering exceptional results.

Areas of Expertise

- ♦ Marketing Management
- ♦ Strategic Planning & Implementation
- ♦ Program Implementation & Strategy
- ♦ Campaign Analytics
- ♦ Multichannel Marketing
- ♦ Acquisition & Retention
- ♦ Content Development
- ♦ Campaign Execution
- ♦ Cross-functional Collaboration
- ♦ Team Training & Leadership
- ♦ Complex Problem Resolution
- ♦ Project Management

Professional Experience

Sabbatical

2023 – Present

Reset after three major life transitions. Pursuing personal and professional development through various creative and enriching activities. Member of writer's associations participating in workshops, retreats, and activities to enhance writing skills. Engage in international travel to broaden personal and professional perspectives.

Foremost, A Farmers Insurance Company, Grand Rapids, MI Marketing Manager

2021 – 2023

Managed acquisition strategies for five separate audiences. Coordinated activities for over 30 digital marketing campaigns annually, including web pages, web forms, email, social media, blog, and SMS channels. Oversaw SEO/SEM strategies and content creation plans. Tracked, measured, and analyzed the consumer funnel to identify opportunities to optimize conversions and drive ROI. Facilitated conversations between technical and non-technical stakeholders to ensure project alignment with business goals. Crafted messaging for internal and external audiences for high-impact system changes, including emails, FAQs, stakeholder talking points, presentations, and web pages.

- Impacted \$3B business serving in five cross-functional teams overseeing large-scale system implementations.
- Maximized operational efficiency and ensured project deliverability by streamlining workflow processes.
- Revitalized three stalled web projects successfully delivering tangibles within a few months.

MetLife Auto & Home, Warwick, RI

Marketing Manager | Senior Marketing Consultant | Marketing Consultant II

2011 – 2021

Implemented communication strategy for sales organization by developing website to streamline email and system notifications for 15,000 field agents. Designed and executed national campaign for rollout of new multimillion-dollar sales and service system by scripting and editing debut video featuring C-level staff. Produced emails, FAQs, stakeholder talking points, presentations, videos, forms, and landing pages. Collaborated with User Experience (UX) Designer to identify interface pain points, ideate solutions, and iterate on designs for sales and service systems. Managed digital marketing programs enabling 800 sales agents to generate leads via social media, email, SMS, and website channels.

- Enhanced agent engagement by implementing communication strategies that leveraged personalized data, increasing the newsletter open rate by seven percentage points, sales promotion revenue by 40%, and reducing call volumes.
- Generated millions in revenue from book consolidations by designing impactful awareness campaigns.
- Revitalized a monthly webinar series, increasing registration from 50 to 300+ and attendance 300% rates within a year.
- Spearheaded the development of a website for 15,000 agents, increasing site visits year-over-year from 100K to nearly 500K, establishing annual benchmark.
- Saved company \$60K by scripting and editing an announcement video.
- Worked with Legal and Compliance teams to establish corporate policies, enabling business to advance by participating in modern strategies like video marketing, social media, and SMS texting.
- Ranked in the top 1% of employees for four consecutive years due to projects that delivered substantial business impact.

Additional Experience

Sales & Marketing, Capital Design, Providence, RI

Television Host & Production, WPRI Media & Marketing, Providence, RI

Direct-to-Consumer, Marketing Specialist, A.T. Cross Company, Lincoln, RI

Marketing Manager, Unicom Technology Group, Woonsocket, RI

Education

Bachelor of Science, Business Administration in Marketing

Bryant University, Smithfield, RI

Certifications

Advertising Design Certificate

Rhode Island School of Design

Volunteer Experience

Wreaths Across America (2023)

Participated in the national event to honor fallen veterans by laying wreaths on their graves.

Belle of the Ball (2019)

Organized a prom dress collection, gathering 75 dresses.

Served as a seamstress, providing alterations for high school girls in need.

Volunteer Literacy Program (2017-2019)

Established a program to connect employees with local elementary students in need of literacy support.

MetLife Green Team (2015-2019)

Local chapter lead, offering sustainable programs and resources to employees.

Food Banks and Soup Kitchens (2014-2019)

Assisted in the distribution of food at various local food banks and soup kitchens.

Technical Proficiencies

Microsoft Office Suite | Adobe Photoshop | Adobe InDesign | Google Analytics | Digital Ads | WordPress | Social Media Management | Salesforce Marketing | JavaScript | CSS | HTML | JSON | API Integrations | Generative AI