

## Innovative Digital Communications Professional

An effective leader who maximizes results through outside the box thinking, strategic planning and careful execution. Has a proven record of developing and managing online experiences that drive leads, generates revenue and builds customer relationship. Thrives in a culture that questions the status quo and recognizes that tomorrow's success can't depend on yesterday's actions.

### EXPERIENCE

**Benjamin Obdyke - Horsham, PA** August 2013 - Present

#### Digital Channel Manager

- Responsible for launching and continued ownership over e-commerce solution
- Assigned to a team responsible for developing a new SaaS platform for exterior contractors
- Owner of all lead generation activities including telemarketing, online and PPC strategies
- Implemented custom event and conversion tracking within Google Analytics to monitor site usage
- Administrator of marketing automation platform for user engagement and lead nurturing campaigns
- Developed and implemented lead scoring rules within Microsoft Dynamics CRM and Act-On Software
- Produce, shoot and edit Benjamin Obdyke branded videos
- Develops promotional microsites & landing pages for promotions & giveaways
- Designed and launched a consumer focused site for identifying issues with stucco homes

**The American College - Bryn Mawr, PA** March 2008 - August 2013

#### Director, Marketing Media Promoted June 2011

- Managed a team of 5 creative marketing professionals
- Strategic lead for The College's yearly marketing/advertising initiatives
- Developed successful, large-scale CRM and email marketing programs
- Directed all RFP efforts for SEO, web development and email marketing vendors
- Project owner for all consumer facing websites
- Increased and tracked productivity by overhauling project management systems

#### E-Marketing Manager March 2008 - June 2011

- Consistently drove enrollments through creative email marketing campaigns
- Generated qualified leads through websites, landing pages and pay-per-click ads
- Managed temps and support staff during times of high volume
- Tracked pay-per-click conversion rates through Google AdWords and Analytics

**AYCmedia - Philadelphia, PA** January 2005 - March 2008

#### Digital Marketing Director Promoted December 2006

- Expanded product offerings through development of Blazeletter, a premier email marketing service
- Managed teams responsible for monthly HTML newsletters and CRM campaigns
- Instrumental for the success of LavaContent, a promotional video service
- Provided training and support for client managed email platforms

#### Interactive Multimedia Designer January 2005 - December 2006

- Designed and worked with PHP developers to launch websites powered by a CMS
- Managed part-time employees and design interns
- Responsible for updates and maintenance of client sites

### EDUCATION

**University of the Arts, September 2005:** Philadelphia, PA - Advanced ActionScript

**Philadelphia University, May 2004:** Philadelphia, PA - B.S. Digital Design

**Berkeley Computer Center, June 1998:** Philadelphia, PA - Foundations of Web Design