

2009 TO 2012

MARKETING COMMUNICATIONS MANAGER

Daimler Industries – Woburn, MA

Wrote SEO content, managed analytics, and oversaw all digital tactics with the aim to increase traffic to Daimler.com and build the Daimler brand as the leading online provider of industrial cleaning equipment.

Managed internal interns and external agency partners, including: web developers, SEO implementation partner, and team of web content writers.

EDUCATION //////////////////////////////////////

MAY 2009

B.A. BUSINESS, CONCENTRATION: MARKETING

Simmons College – Boston, MA

Magna Cum Laude; Simmons College Book Award for Leadership

SKILLS/TOOLS //////////////////////////////////////

SKILLS Digital Strategy, Motivating Teams, Web Design and Engagement, SEO/SEM, Data & Analytics, Email Marketing, Inbound/Content Strategy, Lead Management

TOOLS Sitecore, Conductor Searchlight, Google Analytics, Hubspot CRM, Sharepoint, Salesforce, Custom CMS & CRM Systems, Wordpress, Social Media Posting Tools (Buffer), Adobe Creative Suite, HTML, CSS, Bootstrap, Minimal Javascript

CERTIFICATIONS Conductor Searchlight Legend Certification