

Empathetic and detailed-oriented professional with comprehensive experience in identifying customer needs and creating customized solutions to exceed expectations and drive revenue growth.

Astute at devising and executing strategic account plans, identifying and pursuing new business opportunities, and effectively managing complex sales cycles. Proficient in communicating to customers through customer service channels both in person and online. Adept at planning and implementing data-driven marketing campaigns through various platforms, such as Google Analytics, Programmatic DSP, Meta, and YouTube. Excellent in cultivating and fostering lucrative relationships with various stakeholders, streamlining operations and optimizing operational efficiency. Excel at cross-functional collaboration, problem solving, effective communication, and time management skills.

Areas of Expertise

- Strategy Planning & Execution
- Process Improvement
- Stakeholders Engagement
- Report Generation
- Sales & Revenue Optimization
- Data Analysis & Oversight
- Customer Services & Satisfaction
- Client Management
- Regulatory Compliance
- Relationships Building
- Cross-functional Collaboration
- Account Management

Career Experience

PlayPower, Englewood, CO

2023

Marketing Manager

Working in partnership with the creative team, developed creative briefs and guided creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video asset. Conceptualized and executed on multi-channel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications and messaging across all channels.

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- Gathered customer and market insights to inform outreach strategies, increase customer conversions, and generate more qualified leads.
- Presented ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies, and budgets.

The Creative Department, Denver, CO

2022

Account Supervisor

Planned and delivered comprehensive digital (website), print, brand, audio, visual, and social media projects from conception to completion, ensuring the highest level of quality. Monitored all aspect of project management, such as planning, execution, and delivery of projects to clients. Designed and implemented strategic plans for clients to attain organizational goals and objectives.

- Developed inclusive insight of project management skills, including timeline development and both waterfall as well as agile management methodologies.
- Ensured adherence to established standards by cross-referencing project requirements, brand guidelines, and client specifications.
- Managed and oversaw workload of two accounts during team member's maternity leave while providing seamless support despite the absence of a colleague.

PCG Digital, Chicago, IL/Denver, CO

2021

Client Account Manager

Ensured successful project outcomes and effective team operations by delegating digital projects, enforced budgets, timelines, and on/off-boarding expectations. Coordinated with channel specialists in SEO, PPC, Social, and Content, leveraging understanding from the finance department. Acted as customer liaison between dealership clients and respective stores to foster cordial relationships and promote success.

- Recognized unmet marketing needs during travel out west, outside scope of PCG, and proactively participated in management.
- Spearheaded End-of-Month (EOM) presentations by utilizing inclusive monitoring and reporting techniques for all clients within the portfolio.

LotLinx, Chicago, IL

2019 – 2020

Agency Strategist

Developed and employed complete monthly reports and educational materials in partnership with agency leadership and sales team. Improved customer experience through exceptional communication skills and identification of client needs, acting as a natural extension of each client to provide tailored solutions and unparalleled service. Implemented strategic initiatives by generating reports, maintaining high retention rates, enrolling new business, and spearheading effective communication for enhanced organizational growth and profitability.

- Exceeded monthly objectives while effectively administering a portfolio of \$230,520 and driving \$25k in new revenue.
- Optimized business growth by increasing clientele for top agency up to 24% and generating up to 54% increase in revenue over an 18-month period.
- Utilized Salesforce, Jira, Google's suite of communication tools including Drive, Hangouts, Chat, and Turn3's proprietary internal platform to organize and optimize campaigns, confirming documentation and clear communication of every interaction.

2060 Digital Chicago, Chicago, IL

2016 – 2017

Digital Project Manager

Supervised end-to-end digital asset capture and coordination for range of campaigns, including Display, Mobile, Email, Native/Social, SEO/SEM/PPC, Web Design, and Video, guaranteeing seamless delivery and maximum impact. Engaged with cross-functional teams to develop and execute data-driven marketing campaigns through various platforms, such as Google Analytics, GDN, AppNexus, Jira, AdCellerant, Semcasting, Hootsuite, Programmatic DSP, Facebook, and YouTube.

- Onboarded new business clients through clear and concise communication via phone or video conference, delivering complete explanations of project timelines and requirements.
- Managed all aspects of daily Quality Assurance activities between clients, digital/social vendors, and billing departments, confirming effective communication and efficient workflow.

Account Executive | Communications Team member

Recruited new inside sales staff through the South Florida Sun-Sentinel/CareerBuilder.com services and products. Developed and cultivated lucrative relationships with external contacts and internal departments to create a better customer experience. Understood clients' concerns and provide robust solutions, enhancing customer services and overall efficiency.

- Achieved and surpassed the monthly sales goal for 10 months in a row.
- Generated highest total revenue while serving as top sales representative at TRG in March 2011.

Additional Experience

- **Campaign Manager, Smart Reach Digital, Denver, CO**
- **Sales Planner, Tribune Company, Chicago, IL**
- **Sales Assistant | Executive Sales Assistant | Key Account Coordinator, Clear Channel Radio (iHeart Radio), Chicago, IL**

Education

Bachelor of Arts: Advertising | Columbia College Chicago, 2015

Certifications

Google Analytics
Google GMB

Technical Proficiencies

SEO | PPC | Google Analytics | GDN, AppNexus | Jira |
AdCellerant | Semcasting | Hootsuite |
Programmatic DSP | Meta | YouTube | The Trade
Desk