

Marketing Specialist

Summary

I'm a marketing professional who has worked in a variety of industries with experience in several areas of marketing. I have hands-on expertise with marketing automation, email marketing, social media, brand campaigns, website management, and reporting & analytics. I'm an organized and detail-oriented person who can multitask and meet deadlines. I can be a team player but also work independently.

Professional Experience

Digital Engagement Specialist

Grain & Protein Technologies (formerly AGCO), Assumption, IL (remote) ▪ 1/2024 – Present

In this role, I serve as the marketing specialist for the GSI brand, maintaining brand continuity and product promotion. I create content for new product launches, campaigns or promotions, newsletters, advertising, press releases, and email communications as well as manage the brand's social media platforms, creating content and analyzing metrics and trends. I also coordinate the tradeshow booths for the brand.

Global Digital Engagement Specialist

AGCO - Grain & Protein Division, Assumption, IL (remote) ▪ 7/2022 – 12/2023

In this role, I created and executed marketing automation content and journeys within Salesforce Marketing Cloud, targeting customers at different stages within the customer journey. I worked closely with the regional marketing managers to support their campaigns and marketing automation needs for their region. I also helped support lead engagement and lead generation on the website and worked closely with our vendors and the sales team to collect, convert, and manage these leads for sales or future engagement.

Digital Marketing Specialist – Florida Region

Taylor Morrison of West Florida, Sarasota, FL (hybrid) ▪ 2/2021 – 7/2022

In this role, I created and executed monthly plans for email marketing – sending email to leads, prospects, and realtors to keep them informed of community status and promotions. This included adjusting email timing and updating priorities and calendars as community status changed to ensure timely delivery of the drip campaign from initial announcement to community opening. I was also responsible for managing the website for the SW Florida region, creating and maintaining the TM community landing pages in Sarasota, Tampa, and Naples to keep them current with community needs. This included bringing new communities online and uploading and editing images as needed. I also used a variety of online tools to create surveys and forms for different marketing and sales needs. Each week I compiled a weekly web traffic analytics summary to share with management.

Assistant Director of Communications

Ringling College of Art + Design, Sarasota, FL • 4/2015 – 2/2021

In this role, I helped research new ideas and methods for digital marketing, executed marketing objectives to reach target audiences, assisted with managing staff, and supervised projects to ensure timely completion. I also assisted with overseeing brand and content usage including website, ads, digital assets, press releases, and social media. I was also responsible for analytics and reporting, including organic and paid SEO, website, and advertising, as well as managing the company tradeshow presence and departmental budget.

Internal & Online Communications Coordinator

Ringling College of Art + Design, Sarasota, FL • 3/2008 – 4/2015

In this role, I managed and updated the website, landing pages, and social media accounts. I also provided analytics and reporting for all of these. I was instrumental in starting Google AdWords and Facebook ads to reach target audiences. I also wrote and distributed announcements to the internal audience and served as the liaison between Marketing and other departments.

Skills/Strengths

Marketing:

- Marketing Automation
- Email Marketing & Automated Drip Campaigns
- Google AdWords
- Google Analytics & Reporting
- Digital Advertising
- Website Content Management
- Project Management & Vendor Coordination
- Social Media Management

Other:

- Customer Engagement & Communications
- Brand Continuity & Art Direction
- Copywriting
- Tradeshow & Event Management

Digital / Software

Social Media

Facebook, Twitter, LinkedIn, Pinterest, Instagram, Snapchat, Sprout Social, Hootsuite, Sprinklr, Google+, YouTube, Vimeo, Walls.io, Juicer.io

Email/Eblast Marketing and Customer Outreach

Salesforce Marketing Cloud, Pardot, Survey Monkey, JotForm

Creative

Adobe Creative Suite: Photoshop, Illustrator, InDesign; Miro

Website Management

WordPress, Sitecore, Drupal, Dreamweaver, HTML, CSS

SEO/Analytics/Advertising

Brightedge SEO, Google AdWords, Google Analytics, Facebook Ads

Document & Office Management

Microsoft Suite (Outlook, Word, Excel, PowerPoint), Adobe Acrobat, Google Suite (Docs, Sheets, Drive, etc.)

Conferencing & Collaboration Tools

Zoom, Microsoft Teams

Project Management

Monday.com, Asana

Education

BFA, Visualist, 2001

Concentration in graphic and web design, coding and technical writing

Shawnee State University, Portsmouth, OH

References

References provided upon request.