

Digital marketing strategist experienced in developing solutions that convert and engage.

SKILLS

STRATEGY

- Creating digital strategies and directing cross-functional teams to bring them to market.
- Building trust, gaining enterprise-wide and executive-level buy-in.
- Developing partnerships and consensus in complex organizations.

EXECUTION

- Web, mobile, social media, and email-marketing channel management.
- Increasing traffic, conversions, engagement, and retention across digital channels.
- Developing lead gen and conversion strategies leveraging display, retargeting, and marketing automation.
- Optimizing channels using market research, analytics, A/B testing, and search engine optimization (SEO).

EXPERIENCE

WHEATON COLLEGE

Director, Web Strategy

Hired to develop Wheaton's digital-marketing strategy and lead its implementation.

Norton, MA
2013 - Present

Highlights include:

- Launched a new, personalized online giving platform that has increased gift and event conversions.
- Developed an interactive campus map, based on a hand-drawn illustration, to drive campus visits.
- Implemented a comprehensive social-media strategy, growing engagement by 300%, audience by 100%.
- Directed outbound yield campaign using display ads and retargeting.
- Overhauled lead-nurturing email campaign, increasing click-through rate by an average of 3%.

MASSACHUSETTS SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS (MSPCA)

Digital Marketing Consultant (Pro Bono)

Developed a comprehensive social media and SEO /SEM strategy for the MSPCA, building out the organization's social network and increasing organic traffic to drive animal adoptions and donations.

Boston, MA
2012 - 2013

SALLIE MAE, INC.

Director, Web Strategy

Recruited to help reengineer Sallie Mae's consumer digital channel, including Upromise.com.

Newton, MA
2010 - 2012

Highlights include:

- *SallieMae.com*. Directed cross-functional team to re-platform the site and develop a new online brand standard. Increased online conversions by 20%, organic traffic (SEO) by 20%, and online revenue by 10%.
- *CollegeAnswer.com*. Directed team to redesign the site to increase traffic and lead generation.
- *Sallie Mae Servicing*. Led team to unify five separate servicing sites to lower servicing calls, increase cross-sell conversions, and customer-satisfaction scores.

Other responsibilities and accomplishments:

- Created and managed an enterprise-wide SEO/SEM strategy.
- Managed day-to-day marketing operations for SallieMae.com and CollegeAnswer.com.
- Built an in-house user-experience team to support all major web and mobile properties.

INGENUITY SYSTEMS

Sr. Manager, User Experience

Recruited to increase customer engagement with Ingenuity's flagship biotech software product, and to build a user-experience team to support research and design needs.

Redwood City, CA
2008 - 2010

- Revamped the product-development process to include business best-practices and user-centered design, including the deeper usage of analytics, market and user research, and design documentation.
- Developed detailed design documentation, including conceptual designs, task flows, wireframes, and copy.
- Created and implemented a new style guide for Ingenuity products targeted to biologists.

- Conducted research to define pain-points and opportunities, including stakeholder and user interviews, usability testing, and market-research analysis.

OBOPAY, INC.

Redwood City, CA

Sr. Manager, User Experience

2007 – 2008

Recruited to increase prospect conversions and customer engagement by designing and developing digital strategies.

- Led cross-functional teams to develop comprehensive online and mobile design solutions for Obopay and its Fortune 500 clients, including Citibank and MasterCard.
- Built a team of designers and implemented a user-centered product development process.
- Built a usability lab to support user research, and to validate design concepts developed on a per-project basis.

VIRGIN HEALTH MILES

Boston, MA

Manager, User Experience

2007 – 2007

Hired to increase customer engagement in VHM’s digital channel. An extremely rewarding experience, cut short by an opportunity in Silicon Valley.

- Redesigned Virgin’s core online product, significantly increasing customer engagement and satisfaction.
- Managed vendors and contractors for the development of creative concepts and visual assets.
- Conducted usability studies to validate new designs, including the recruitment of test subjects, development of test scripts, and moderating usability test sessions.

ARNOLD WORLDWIDE

Boston, MA

Information Architect

2006 – 2007

Hired to support client’s interactive design needs.

- Supported Fidelity, ESPN, and RadioShack.
- Conducted and analyzed user research for web-based projects.
- Created conceptual and detailed wireframes.

BANK OF AMERICA

Boston, MA

Interaction Designer

2000 – 2006

Transitioned into a pure design role with merger of Fleet and Bank of America. The exposure to such a mature ecommerce organization provided me with a model for digital strategy, process, and organization.

- Led the user-experience strategy for the merger of Fleet Bank and Bank of America web properties.
- Designed Bank of America’s online brokerage application, including interaction design and copy.
- Redesigned Bank of America’s Locator tool, increasing satisfaction scores and online sales by leveraging rich media and introducing personalized ads.
- Designed Bank of America’s cutting-edge security toolbar.
- Designed multiple credit-card reward sites for cards of major brands.

Web Experience Manager (Fleet Bank, acquired by Bank of America)

2000 – 2004

- Managed cross-functional projects through analysis, design, development, and implementation of new online features and applications.
- Managed day-to-day website activities for Fleet.com, including all aspects of user experience and content.
- Led content development for the redesign of award-winning servicing site, Fleet HomeLink.

TOOLS & SOFTWARE

Content Management Systems: WordPress, SDL Tridion, Interwoven, CrownPeak

CRM, Marketing Automation, Email: Bronto, Drip , Salesforce, Slate

Display and Retargeting: Google Adwords, Adroll

Analytics platforms: Omniture, Coremetrics, Google Analytics, Crazy Egg

Web Optimization & Voice-of-the-Customer: OpinionLab, Optimost, Test&Target

Design Tools: Visio, Balsamiq, Axure, Omnigraffle, Photoshop, SnagIt

Social Media: Hootsuite, Tweetdeck, Sumall, Tagboard, RebelMouse

SEO: SEMRush, MOZ, Google Keyword Planner

EDUCATION

M.A., Major: English Studies, Illinois State University, Normal, IL, 2000

B.A., Dual Major: English/History, State University College at Fredonia (SUNY), Fredonia, NY, 1995