



## EDUCATION

Montana State University – Graduation: December 2011 \*Bachelor of Science -- Business Marketing \*Bachelor of Fine Art -  
-Photography Year abroad in Belfast, Ireland, photography

## EXPERIENCE;

**Associate Loyalty/CRM Strategist, Olson--** September 2014 to August 2015-- Minneapolis, MN

- Implemented email best practices to enable higher deliverability and guided teams on how to create a stronger one to one relationship with their customers through the email channel
- Produced monthly and quarterly Google Analytics and email marketing reports for clients
- Compiled quarterly competitive analysis on industry specific loyalty programs
- Built an internal documentation library for Tableau and created an internal Tableau user group to enable a collaborative environment for analysts to building their expertise
- Utilized Tableau to create email KPIs benchmarks reports
- Helped design customer roadmaps to enable cross channel marketing & loyalty program alignment, and new customer acquisitions
- Worked closely with the executive and VP teams to identify trending technologies and digital CRM trends
- Competed and was on the winning team of an internal hackathon

**Marketing Analyst, Magnet 360--** February 2013 to September 2014-- Minneapolis, MN

- Implemented marketing automation strategies using an Agile approach for companies using ExactTarget and Pardot
- Single handedly managed up to 12 projects at a time ranging from \$3k -\$40K
- Outlined and consulted clients on tool selections for their marketing automation needs enabling marketing & sales alignment, lead generation, and sales funnel
- Designed training resources for new hires and managed a summer intern
- Managed client's ad campaigns through Social.com and Google Adwords
- Worked closely with the sales team to identify up-selling opportunities and contract renewals

**Marketing Specialist, Carbonair--**February 2012 to January 2013-- Minneapolis, MN

- Decreased the site's bounce rate by 13% and increased traffic 33% over a 6 month period
- Implemented social media campaign - collected 300+ names / emails for future lead generation
- Top influencer on LinkedIn for 4 industry-specific groups (Water Technologies, Hydrogeology Forum, Environmental Contractors Network, and Activated Carbon)
- Ranked 17 Keywords in the top 3 positions in Google, increased the average keyword position by 16 spots
- Designed engaging content for email campaigns, which increased the open rate by 32%
- Utilized SEO tools such as Raven, Google Keyword Tool, PPC

**Marketing Analyst, Trade Risk Guaranty--**August 2011- December 2011 --Bozeman, Montana

- Implemented Social Media and SEO efforts, increased SEO ranking by 43%
- Developed a strategic keyword campaign using Google's SEO tools
- Created weekly research reports highlighting productivity and recommendations
- Developed three successful logos, which are currently used within the company
- Assisted manager in hiring 6 new lead developers
- Created a company blog to aid in SEO

## Awards and Certifications:

\*Radian6 Accreditation ( Certified consultant) – March 2014 \* ExactTarget Partner Enablement (Certified Consultant) -March 2014 \* Pardot Agency Implementer \*Most nominated Rockstar of the quarter

**Technology Skills-** ExactTarget, Marketing Cloud, Pardot, Radian6, Social.com, Basic salesforce knowledge, Chatter, Loyalty Programs, Tableau, Photoshop, Google Analytics, Google Adwords, WordPress, Social Media Platforms, B2B/B2C Marketing strategy, SEO, Raven SEO Tools, Basic HTML, email best practices, Agile, Microsoft Office.