

Marketing technologist delivering tangible, measurable results on time and within budget. **Philosophy:** to approach everything with a mix of drive and creativity, always with an analytical mind.

- Self-directed leader responsible for developing overall e-Marketing strategy.
- An uncommon mix of IT **technical**, **marketing**, and **management** skills.

Specialties

- Online strategy
- Project management (Waterfall & Scrum/Agile framework)
- Lead Generation (salesforce.com)
- Marketing automation / e-mail marketing (SFMC, some Eloqua)
- Analytics (Web, social)
- SEO/SEM (Search engine optimization / marketing)
- Webinar support (Adobe Connect, GoToWebinar, ON24)
- Front-end development / JavaScript, HTML / CSS, UX/UI
- App Development (iOS, Android)
- Content creation on a variety of CMS platforms (Oracle Portal, TeamSite, Intershop, WordPress)

Professional Experience

Merck KGaA, Darmstadt, Germany

2012 - present

Manager, Digital Platforms, Emprove® Program

(2017 - present)

- Drove ongoing UI/UX improvements to the Emprove® Suite, an online document subscription service.
- By compiling/bundling documentation, updating it constantly, and putting it online, supported products became more profitable:
 - 10% margin improvement, price increase stick rates at nearly 100%.

Manager of E-Business Leads and Campaigns

(2014 - 2017)

- Provided strategic and tactical lead/campaign support on EMD/Merck Millipore's public website.
- Partnered with Marketing Communications to develop and implement specific marketing programs, including Webinars.
- Proactively created marketing campaigns based on prior site activity / customer targeting segments.
- Tested, evaluated, measured, and reported on marketing results and reacted appropriately.

Associate eBusiness Strategy Liaison

(2012 - 2014)

- Collaborated closely with business leaders, stakeholders, vendors and developers on web initiatives -- from concept generation through final implementation. Oversaw project management of a variety of eBusiness projects to ensure successful project completion to drive web traffic, customer understanding, and ultimately, revenue.

General Electric

2005 - 2012

Digital Media Manager

(2006 - 2012)

- Lead global e-marketing team for Water & Process Technologies division of GE — focusing efforts on generating leads, maximizing sales force productivity and building customer retention to drive revenue performance.
- Developed and managed Web and online marketing campaigns and programs, including social media, search engine marketing, and e-mail marketing — always measuring the effectiveness of online programs to drive continuous improvement.
- Provided direction around online positioning, best practices, and industry trends.
- Enhanced sales force effectiveness by co-leading a global team to develop marketing collateral library:
 - Saved the business over \$650,000 annually in IT costs. Realized a 39-point [NPS](#) improvement over the old system.

Global e-Marketing Strategist

(2005 - 2006)

- Oversaw strategic analysis and subsequent redesign of multi-language public website.
- Optimized content such that over 90% of our optimized keyword phrases fell within the top ten results in Google: grew traffic to the site on average 30% a year. Conversions saw similar improvement.

Ionics, Incorporated

1999 - 2005

Marketing Information Systems Architect

(2000 - 2005)

- Developed corporate website (front-end coding and UI), grew traffic, managed projects. Oracle Trainer / Workflow Admin.

Manager, Systems Administration

(1999 - 2000)

- Transformed the Admin team into a proactive customer- (not technology-) focused strategic resource.

Corporate Software and Technology / Stream International

1994 - 1999

- **Consulting Engineer / Technical Trainer** (1998 - 1999)
- **Helpdesk Team Lead (Consultant)**, Harvard Business School (1996 - 1998)

Education