

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 e-Marketing strategy leader.
- An uncommon mix of IT **technical**, **marketing**, and **management** skills.

Select Specialties

- Online strategy.
- Project management (Waterfall & Scrum/Agile).
- Lead Generation (Salesforce Sales Cloud, APEX, FormAssembly).
- Marketing automation / e-mail marketing (SFMC, Eloqua).
- Analytics
 - Web** --> Google Analytics, Adobe Analytics.
 - Social** --> Radian6, Crimson Hexagon.
- Webinar support (ON24, Adobe Connect, GoToWebinar).
- Front-end development / JavaScript, HTML / CSS, UX/UI, SQL.
- App Development (iOS, Android).
- SEO/SEM (Search engine optimization / marketing).
- Content creation on a variety of CMS platforms (Adobe Experience Manager, Oracle Portal, TeamSite, Intershop, WordPress).

Professional Experience

Merck KGaA, Darmstadt, Germany, Life Sciences

2012 - present

Head of Digital Online Experience, Process Solutions Division

(2021 - present)

- Transformed the webinar team into a proactive **customer-** (not technology-) **focused** strategic resource and profit center.
- By measuring success directly through SFDC and other technologies, webinar revenue success became measurable.
 - Through process improvements and strategic topic choices, webinar revenue **rose** from €1.5M (2021) to €10M (2023).
- The webinar channel was the single largest source of Marketing Qualified Leads (MQLs) in Process Solutions.

Manager, Digital Platforms, Emprove® Program

(2017 - 2021)

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

Manager of E-Business Leads and Campaigns

(2014 - 2017)

- Provided strategic and tactical lead/campaign support on the company's public website.
- Partnered with Marketing Communications to develop and implement specific marketing programs, including webinars.
- Proactively created marketing automation campaigns based on prior site activity / customer targeting segments.
- Upskilled stakeholders through training in SFDC topics such as APEX, FormAssembly APIs, and Journey Builder.

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.

Professional Experience (Continued)

General Electric

2005 - 2012

Manager, Digital

(2006 - 2012)

- **Led 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)

Corporate Software and Technology / Stream International

1994 - 1999

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

Education

B.A., History. Concentration: Japanese History.

University of Massachusetts, Amherst, MA.