
DIGITAL MARKETING COMMUNICATIONS MANAGER

Builds efficient & effective digital communication channel marketing through strategy, executive and relationship building

Highly experienced and creative inbound marketer who drives all facets of digital channels for strong brand visibility resulting in company sales and profits. Uses collaborative and analytical skills when leading projects from inception to completion, delivering them on-time, on-budget, and to address business challenges. Effective content writer who understands the different voices needed to create compelling messaging for each platform to increase click rates and build larger social communities. Visual marketer with an ability to engage customers through focused use of imagery, style, and design. A continual and curious learner who stays on top of emerging technologies to improve marketing efficiencies and productivity.

Expertise that Adds Company Value

Google Analytics Certified | Branding/Messaging | Project Management | Cross-Functional Team Facilitation | Innovation | Strategic Planning | Social Media Platform Proficient | Creative Driver/Writer | Continuous Improvement Initiatives |

PROFESSIONAL EXPERIENCE

TAUCK Inc., Wilton, CT

2018 to Present

A deluxe 95+ -year old Tour Operator that offers escorted tours to all seven continents.

Digital Travel Writer

Creates written content for company digital materials including the new 2019 website, email marketing campaigns, Facebook campaigns, the Tauck App, and other content driven projects to drive leads. Partner with Brand and Digital teams to refine and develop new strategies to improve conversion of web and online leads.

- Creator of distinctive internal, agent and consumer digital communications materials that reflect the company brand positioning across multi-channels.
- Provide guidelines/copy direction across departments for social media and guest/agent communications.
- Partners with Email Marketing Manager and other digital marketing teams, providing content for digital efforts.
- Responsible for editorial content for the new Travel Advisor and Tauck Guest account sections of our new website including strategy, and ongoing implementation.
- Work with other departments as needed for digital content management and special projects including the Tauck App strategy, shore excursion strategy and urgent guest/advisor communications regarding last minute alterations to itineraries due to supplier changes/closures, weather, and crisis/natural disasters.
- Manage content for the Tauck App communication, with ongoing refinement and additions of Points of Interest (POI's) throughout the year.
- Monitor current digital trends and best practices including email/SEO/keyword optimization.
- Collaborates with the graphic design team for cohesiveness between digital content and design.

Taunton Press/Fine Gardening Magazine, Newtown, CT

2016 to 2018

Taunton Press is a publisher of periodicals, books and websites for the hobbyist and building trades.

Digital Marketing & Content Producer

Develop innovative, compelling and traffic-building content for *Fine Gardening* and *Vegetable Gardener* websites.

Deliverables include articles, blogs, videos, slideshows, and podcasts in addition to the web table of contents for the print magazine.

- Grew email marketing campaigns by 25% and open rates from 18% to 40%.
- Increased social platforms by 12% and increased new site visits by 40%.
- Introduced a customized program entitled "Getting Started in Gardening" in Spring 2017 for a top client that generated over 3 million ad server impressions through measured media. (eletter, slideshow, Garden Photo of the Day and Facebook)
- Focused efforts on linking marketing campaigns to identified target markets to attract magazine advertisers.
- Used SEO/SEM and Google Analytics to maximize click rates and improve rankings and traffic.
- Collaborated with advertising to build result driven programs for clients offering marketing communications to promote their products and services. Deliverables included unique and compelling themed pages, slideshows, videos and social media creatives, and programs.
- Used marketing metrics to measure the effectiveness of communication strategies and to maximize return-on-investment for *Fine Gardening*/Taunton Press and valued clients.

Stone Farm, Monroe, CT

2012 to 2016

*A resource for those passionate about creating envious outdoor living spaces utilizing reclaimed and natural landscaping stone.***Digital Marketing Manager**

Spearhead all facets of digital marketing including website development and content, photo shoots, SEO-SEM, blogs, press releases, social media, and video production.

- Worked closely with digital artisans to conceptualize and develop a new website from the ground up. Site launch propelled sales from \$21K in 2013 to \$150K in 2014 to \$385K by December 2015.
- Optimized the user experience across 3 product channels, increasing user traffic 31% over the previous year.
- Linked social media and web content to detailed analytics.
- Used Google Analytics to identify opportunities and to maximize results for marketing budgets.

TAUCK Inc., Wilton, CT

1995-2003

Operations Manager

Supported Product Managers on land-based and cruise tour programs within the Pacific Rim, Europe, and North America.

- Purchasing Manager for all on-tour supplies.
- Developed and nurtured thriving relationships with global suppliers via successful contract negotiations, inventory fulfillment, quality control, and daily operations management.
- Effectively negotiated supplier contracts for all restaurant and sightseeing venues.
- Maintained and represented brand and marketing awareness across all product lines.
- Supervised daily operations of up to fifteen tour programs at a time, which included management of daily Tour Director requirements for efficient running of each tour program (worldwide) on a daily basis, including cost sheet implementation, and tour packet distribution.
- Managed all aspects of Tauck's private charter flight operations in/out of Nova Scotia and Canada during the fall season.

OTHER CONSULTING EXPERIENCE

Cider Mill Designs, Sandy Hook, CT

2011 to Present

*Design of custom four season container gardens resulting in one-of-a-kind horticultural art that elevates both home and garden.***Artist/Owner/Founder**

Conceptualized and built a successful boutique and personal brand over the last five years. Create unique out-of-the-box container gardens and terrariums using unusual and sometimes rare plant combinations planted in unique/vintage containers.

- Consulted on four HGTV Property Brothers episodes in New York and Connecticut.
- Was chosen by Set Stylist to create terrariums for major motion pictures, starring Liam Neeson.
- Followed and photographed by *Fine Gardening Magazine* for one year, resulting in a self-published article entitled "A New Take On Terrariums".

EDUCATION

Bachelor of Consumer Studies (BS) - State University at Buffalo

Associates Degree (AS) - Cazenovia College

American College of London - Fashion Merchandising Program