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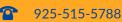
DIGITAL MARKETING PROFESSIONAL

☎ 925-515-5788

✉ thisisrosanna@hotmail.com

📍 San Ramon, CA

🌐 www.rosanna.info

SCAN ME

PROFILE

Highly motivated, experienced digital marketing professional brings 19+ years of experience to a company looking for new media expertise and a dynamic approach to marketing. I have experience leading teams of marketing professionals to meet goals and am a strong leader with a passion for all things digital. Extensive experience across digital platforms including web development, SEO, CRM, Salesforce Marketing Cloud (SFMC), advertising, content planning, email marketing, social media, mobile, data & analytics and market research.

EXPERIENCE

DIGITAL MARKETING DIRECTOR

iWebHQ - San Ramon, CA   **2003 – Present**

- Direct strategies and launch of a global site redesign, lift visits by 50%, engagement by 80%, and user satisfaction by 10%.
- Responsible for planning, developing, implementing and analyzing lead nurture and conversion strategies across all active marketing channels.
- Create and implement SEO strategies including on & off page optimization.
- Drive robust marketing automation initiatives.
- Work with industry-leading tools in a data-driven environment.
- Use Journey Builder (Salesforce Marketing Cloud SFMC) in running different campaigns along with Email Studio.
- Manage email and mobile marketing development and develop a variety of automated retention solutions and lifecycle campaigns based on behavioral segmentation data.
- Track campaign metrics including sends, CTR and other measures.
- Traffic analysis, visitor tracking, preparing reports for websites using Google Analytics, Google Tag Manager and Google Data Studio.
- Use gamification experiences in marketing strategies, with every day tangible results.
- Manage a team of marketing analysts, specialists and consultants.
- Lead and execute campaigns including free & paid social media.
- Develop and implement performance measurement plans using quantitative & qualitative analysis matching business objectives.
- Collaborate with other departments. Identify growth opportunities.
- Optimize email marketing program through continuous A/B testing of offers, creatives, products, and lists.

FINANCIAL ADVISOR

AXA Equitable - San Francisco, CA   2001 – 2003

- Analyzed investment opportunities & client needs; recommended strategies.
- Analyzed, drafted, edited, and delivered comprehensive financial plans to clients.
- Analyzed prospective clients' investment portfolios and financial planning

EDUCATION

BACHELOR DEGREE
University of San Francisco

QUALIFICATIONS

Advertising, Customer Engagement, SEO, Google Ads, Website Development, Strategic Planning, Email Marketing, Salesforce Marketing Cloud/ SFMC, Lead Generation, SEM, HTML, Google Analytics, GTM, Google Data Studio, Social Media Management, Graphic Design, PPC, WordPress, E-commerce, Branding, Content Management, Facebook Ads, Video Editing, Video Ranking, CRM Software, Responsive Web Design, ABM.

- Develop & implement an end-to-end Digital Marketing Strategy for social media platforms.
- Measure and report performance of campaigns and assess against goals.
- Manage key conversion points in the marketing funnel, including landing pages, CTA,s and lead generation for both B2B and B2C.
- Proven ability to design, build, and implement Salesforce Marketing Cloud solutions that improve customer engagement and increase ROI.
- Guide teams to deliver integrated solutions from strategy and concept, through to execution, while adequately representing client interests.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Prepare accurate reports on marketing campaigns' overall performance.
- Identify the latest trends and technologies affecting the industry.
- Continuously test & optimize to improve conversions.
- Act as a problem solver to performance marketing challenges across channels.
- Plan and execute all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.