

Rosanna Lin



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SUMMARY

Highly motivated, experienced digital marketing brings a decade of experience to a growing company desiring new media expertise and a dynamic approach to marketing plan development and management. I am skilled in building productive teams of engaged employees and networking with experts in various media fields to develop solutions to the challenges faced by any company in the modern economy designing, creating and managing content across multiple communication platforms. Adopt at creating and implementing client centered, successful campaigns, aimed at improving brand awareness and presence.

Collaborative and creative manager accomplished at managing digital marketing presence content. Experienced in leading teams of marketing professionals to meet and exceed digital marketing goals. Developed presentation, communication and mentoring skills. Strong leader with a passion for all things digital and driving for results.

Extensive experience across digital platforms including web development, SEO, CRM, online advertising, content planning, co-branding, social media, mobile, data & analytics and market research. Team-oriented and reliable with excellent communication and problem-solving strengths. Detail oriented individual with a highly professional attitude, strong leadership, problem-solving, relationship-building skills, and ability to perform well in a team.

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CORE QUALIFICATIONS

Advertise, analyze, and optimize! The growth accelerator for businesses.

Skills: Advertising, Customer engagement, Search Engine Optimization (SEO), Google Ads, Website development, Strategic planning, Email marketing, Lead generation, Search Engine Marketing (SEM), HTML, Google Analytics, Social media management, Graphic design, PPC Campaign management, WordPress, E-commerce, Branding, Content management, Facebook advertising, Public relations, Video editing, Video ranking, CRM software, Responsive web design

- Plan and manage our social media platforms. Prepare accurate reports on our marketing campaign's overall performance.
- Coordinate with advertising and media experts to improve marketing results. Identify the latest trends and technologies affecting our industry.
- Strategically manage influencer monthly budget to develop marketing campaigns to increase social traffic by 50%.
- Continuously tested and optimized all digital advertising and website content to improve conversions.
- Progressive experience in digital marketing programs, website/e-commerce management and team leadership.
- Key attributes include the direction of digital marketing campaigns, content creation, marketing automation management, and lead generation.
- Designed email newsletters, social media content, web banners, landing pages, digital and print ads, and promotional materials for B2B and B2C distribution.
- Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.

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CORE QUALIFICATIONS

- Developed and implemented an end-to-end Digital Marketing Strategy for Facebook, LinkedIn and other social media platforms.
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Oversee and manage all contests, giveaways, and other digital projects.
- Identifies trends and insights and optimizes spend and performance based on the insights.
- Manage key conversion points in the marketing funnel, including landing pages, website calls-to-action, and lead-generation forms for both B2B and B2C corporate entities.
- Researched industry and identified trends for publishing relevant content on various social media channels for improving engagement
- Collaborated with web developers to create SEO friendly website to ensure successful campaigns
- Guide internal/partner teams to deliver integrated solutions from strategy and concept, through to execution, while adequately representing client interests
- Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Launch optimized online adverts through Google Ads, Facebook etc. to increase company and brand awareness

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EXPERIENCES

2003 to present iWebHQ- San Ramon, CA
Position: Digital Marketing Director

- Directed strategy and launch of a global site redesign, lifting visits by 50%, engagement by 80%, and user satisfaction by 10%.
- Responsible for planning, developing, implementing and analyzing a lead nurture and conversion strategy across all active marketing channels.
- Created and implemented complete SEO strategy for client's including on page and off page optimization, Forum Marketing, Social Media optimization, video marketing, blog promotion, content optimization, building web pages
- Driving robust marketing automation initiatives. Working with industry-leading tools in a data-driven environment.
- Traffic analysis, visitor tracking, preparing report for assigned website using web-trends and Google Analytics.
- Hands-on experience in SEO (inter-linking for keyword optimization for organic search results).
- Cultivating new online communities for the company using Facebook, Twitter, Instagram, YouTube, and other social media.
- Managing a team of digital marketing analysts, specialists and outside consultants. Running digital marketing initiatives. Interactive marketing and eCommerce developer for clients.
- Delivering a first class service to a brilliant client list. Managing outside resources.
- Led and executed digital marketing campaigns including free and paid social media marketing, text messaging, paid search, and SEO. Collaborating with regional teams to drive localized digital campaigns.

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EXPERIENCES

- Analyze, conduct post-event evaluations and prepare report to determine how future events could be improved after the campaign end.
- Developed and implemented performance measurement plans using quantitative and qualitative analysis to match the client's business objective. Collaborating with other corporate marketing departments. Identifying growth opportunities.
- Developed internal process docs for SEO, PPC, Facebook Ads, Youtube Ads, Google Analytics, Email, Content, Landing Pages and more. Paid Ad Management
- A/B Testing. Audience Targeting Strategy. Sets the creative direction for the whole Digital Team.
- Managed the marketing function with emphasis on championing the brand and expanding the customer base.
- Reviews and edits all campaigns for great ROI. Meets with clients to discuss artistic goals

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EXPERIENCES

2001 - 2003- AXA Equitable San Francisco, CA
Position: Financial Advisor

- Analyzed investment opportunities and client needs; recommended appropriate strategies
- Analyzed, drafted, edited, and delivered comprehensive financial plans to clients
- Analyzed prospective clients' investment portfolios and financial planning
- Attended Financial Advisor trainings and continued education sessions via the Broker/Dealer to stay current regarding products, solutions, services, and policies
- Built client relationships based upon developing strategies to their financial goals through the use of financial planning and wealth management
- Attended company workshops or lectures and speak to groups of potential clients when called upon
- Created a sales and marketing strategy for the business
- Complied with all industry rules and regulations
- Created a sales and marketing strategy for the business
- Developed and cultivated client base via prospected and serviced potential new clients
- Ensured adherence to company standards
- Functioned as the primary trusted advisor to clients
- Marketed and presented appropriate investment solutions, financial, and wealth management services to clients
- Implemented company policies and procedures
- Managed client communications and followed-up with clients' other advisors

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EXPERIENCES

- Prepared and delivered presentations/seminars to clients and prospects for business development and educational purposes
- Provided cutting edge financial planning, tax, estate, and investment advice to the firm's clients
- Worked closely with key bank personnel on the development and success of the investment program and its integration with other services provided to bank customers

EDUCATION

University of San Francisco
Bachelor's Degree
Department of Marketing



CHANGE THE WORLD FROM HERE