

Anna Szabo, JD, MBA

B2B Director of Marketing with 10 Years of Experience

SUMMARY

I'm an Award-Winning B2B Director of Marketing who is driven by both data analytics and creativity. I've helped businesses in 12 industries gain competitive advantage in the marketplace through marketing innovation and disruption with the outcome of generating both inbound leads and pipeline velocity within named accounts.

MARKETING COMPETENCIES:

- Data Analytics
- Marketing Strategy
- Content Marketing
- Copywriting
- Content Editing
- Podcast Marketing
- Video Marketing
- Conversion Optimization
- SEO/Search Engine Optimization
- SEM/Search Engine Marketing/PPC
- Inbound Marketing/Demand Generation
- Account-Based Marketing/Sales Enablement
- Social Media Marketing (YouTube, LinkedIn, Twitter, Instagram, Facebook)
- Market Intelligence and Analytics
- Workshop Facilitation
- Public Speaking
- Blogging

INDUSTRY CERTIFICATIONS:

- Technical SEO certified by SEMrush

- Account-Based Marketing certified by #FlipMyFunnel
- Inbound Marketing certified by HubSpot
- Inbound Sales Strategy certified by HubSpot
- Content Marketing Certified by HubSpot
- Email Marketing certified by HubSpot
- Mobile Sites certified by Google

INTERESTING FACTS:

- Recognized with multiple marketing awards
- Worked across 12 industries in both B2B and B2C environments
- Built a dozen websites
- Used SEO to increase organic traffic by up to 467%
- Leveraged podcast and video for demand-generation since 2014
- Increased PPC conversions by 300%
- Built a social selling program for 140 sales execs
- Developed an employee advocacy program for a tech company
- Produced 3 video-based e-learning training programs
- Published an award-winning goal-setting book
- Recognized with the Best Speaker award twice
- Bilingual (English/Russian)

To contact me for Director of Marketing opportunities, call 770-633-0115.

MARKETING EXPERIENCE

Director of Marketing (B2B and B2C)

Digital Strategy for ROI April 2009-Present

At this marketing consultancy, I leverage a decade of global marketing experience across 12 different industries to help businesses with their marketing strategy, website, blog, podcast, content strategy, video marketing, podcast marketing, reputation management, demand generation optimization, and sales enablement.

MARKETING STRATEGY:

Design and deliver innovative marketing strategies to produce ROI.

DATA ANALYTICS AND COMPETITIVE INTELLIGENCE:

Gather competitive intelligence and transform it into strategic recommendations.

PRESENTATION AND WORKSHOP FACILITATION:

Present to C-level executives, including facilitating marketing strategy workshops.

SALES ENABLEMENT:

Support velocity-focused B2B sales teams in meeting clients' mission-critical priorities.

Help B2B sales teams close more deals faster by leveraging Account-Based Marketing.

COPYWRITING AND CONTENT EDITING:

Create and edit content for YouTube, podcasts, blogs, ebooks, and other purposes.

Help develop effective speeches on various business topics.

360 MARKETING CAMPAIGNS:

Develop story-based, omni-channel marketing campaigns that deliver results.

THOUGHT LEADERSHIP:

Produce unique helpful content on the topics of Demand Generation, Inbound Marketing, Account-Based Marketing, Sales Enablement, Video Marketing, Podcast Marketing, Content Marketing, Reputation Management, SEO, PPC, Conversion Optimization, and Social Media.

MY PIC MARKETING PHILOSOPHY:

Purpose - start with the end in mind, understand your ultimate why.

Innovation - do what's required for the future, don't hold on to the past.

Creativity - be different, stand out, and leverage the power of the unexpected.

Digital Marketing Consultant (B2B and B2C)

Historic Norcross Business Association March 2019-May 2019

At this historic town, I led "The Heart of Norcross" marketing campaign, designed and produced by me in partnership with the 33 merchants of the Historic Norcross Business Association, through storytelling, YouTube marketing, and user-generated content.

MARKETING STRATEGY:

Facilitated strategic planning meeting with the merchants.

Performed strategic needs assessment, including leveraging data analytics.

Produced marketing strategy covering SEO, video marketing, social media marketing, and reputation management.

Developed the Heart of Norcross brand assets, such as logo, value proposition, and message, as well as Buyer Persona and Buyer's Journey.

VIDEO STORYTELLING:

Leveraged my communication skills, genuine curiosity, and ability to connect with people, allowing me to engage the citizens of Historic Norcross with the campaign in a meaningful way.

Interviewed citizens, collected media release signatures, coached dozens of people on how to be natural on camera.

YOUTUBE MARKETING:

Built Youtube channel, optimized it for search and discovery with proper keywords.

Achieved 104 subscribers, 2644 views, 13661 impressions, and 2314 watchtime.

Leveraged organic effort only, no paid advertising was used in this campaign.

SOCIAL MEDIA MARKETING:

Established social media profiles on YouTube, Facebook, Instagram, Twitter, and Google My Business.

Achieved 4300 Facebook views and watchtime of 1892 min.

GOOGLE MARKETING:

Reached out to the citizens of Historic Norcross to gather reviews on Google maps.

Taught 12 citizens how to post reviews to increase the city's visibility.

Obtained six 5-star reviews for the city propelling its online credibility.

Achieved 6240 Google views.

SEARCH ENGINE OPTIMIZATION:

Leveraged my SEO experience to write keyword-rich descriptions, titles, metadata, file names, and tags for each digital asset published for #TheHeartOfNorcross campaign.

Achieved campaign reach of 137770 with 8887 interactions and 579 comments.

Digital Marketing Consultant (B2B and B2C)

Anna Balkan Designer Jewelry Gallery February 2019-March 2019

At this world-renowned designer jewelry gallery, I led storytelling, content marketing, YouTube marketing, blogging, copywriting, and content editing. I built a breath-catching ABOUT page for website, 5 blog posts totaling 30K words, 5 videos, and a YouTube channel for Anna Balkan.

STORYTELLING:

Invested 7 hours into learning Anna Balkan's personal life story from her.

Designed a story strategy for Anna's blog and YouTube.

CONTENT STRATEGY:

Produced content strategy for each of the 5 blogs to support Anna's goals for her B2C retail customers and B2B wholesale partners.

Delivered specific blog titles and questions for content creation.

CONTENT EDITING:

Edited 30,000 words of content, which resulted in 5 blog posts and 1 website ABOUT page.

Leveraged the final copy to create 5 scripts for 5 videos.

VIDEO MARKETING:

Filmed, edited, produced, and published 5 YouTube videos.

Performed search engine optimization (SEO) for each video.

Built a YouTube channel for Anna Balkan, optimized the new channel for SEO.

WEBSITE AND BLOG:

Collaborated with Anna's developer to build a website ABOUT page with the 5 videos embedded, also leading to the 5 new blogs about Anna's story.

Created 5 blog posts about Anna's life and business story, each with a YouTube video to encourage engagement and increase conversions.

Helped Anna to share her heart, which made her brand more relatable and likable.

Director of Marketing (B2B SaaS)

FunnelAmplified December 2018-February 2019

At this B2B SaaS startup, I led the pivot of YipYip Technology into FunnelAmlified: from developing the new technology brand and its marketing strategy to implementing all aspects of inbound lead generation and public relations (PR) hands-on in house. I built the new brand in 60 days.

REBRANDING AND MARKETING STRATEGY:

Rebranded YipYip to FunnelAmlified; launched FunnelAmlified on 2/11/2019.

Leveraged data analytics to create Ideal Customer Profile (ICP) and Buyer Persona (BP) portfolio.

Produced all brand assets in-house, including the 8-pillar unique value proposition, new branded WordPress template for personalized Lead-Hubs, Brand Style Guide, and website.

Created and distributed a press release reaching the audience of 84,270,816 with 168 pickups.

Defined products and pricing: "Lead-Hubs" as a "blue-ocean" product, offering marketplace innovation and heavily promoted in the launch campaign, "Social-Ambassadors" as a "red-ocean" product, becoming secondary due to highly-saturated market.

THOUGHT LEADERSHIP:

Secured company's first industry conference and speaking engagement where I was scheduled to teach "How to Amplify Your Funnel To 10X Your Lead Generation" workshop at #ContentTECH Summit.

Wrote company's first lead-magnet, a 3K-word, 46-page ebook for marketing leaders "Ten Ways To Amplify Your Funnel."

MARKETING AUTOMATION:

Setup demand generation with two inbound funnels using HubSpot Marketing Software.

PODCAST MARKETING:

Created The FunnelAmplified Podcast, produced full content scripts for 3 episodes, 9 resets, intro, and outro.

Recorded, produced, and published all podcast episodes in house.

Optimized the show and syndicated it across multiple platforms via LibSyn.

Obtained 5-star ratings from multiple listeners to gain credibility for the new podcast.

VIDEO MARKETING:

Scripted, produced, and published 30 videos with closed captions, custom thumbnails, and SEO-rich meta-data leading to 2 demos immediately upon the launch.

Senior Marketing Manager (B2B SaaS)

Synthio April 2018-December 2018

At this B2B SaaS startup, I led the digital marketing strategy to drive increased MQLs through search engine optimization (SEO), social selling, video marketing, social media, and conversion optimization, as well as pioneered sales and marketing alignment to help the sales team close more deals faster.

STRATEGIC NEEDS' ASSESSMENT:

Participated in sales calls to gain valuable insights.

Leveraged Google Analytics, Google Search Console, Marketo, Salesforce, LinkedIn, HotJar, SEMrush, VidYard, Octopost, G2Crowd, and Terminus data analytics to assess Synthio's performance.

Interviewed internal stakeholders and collected competitive intelligence.

Produced SWOT analysis to inform my marketing strategy recommendations.

MARKETING STRATEGY:

Facilitated marketing strategy meetings with sales, marketing, and customer success.

Developed Ideal Customer Profile, Buyer Persona, and Buyer's Journey.

Created marketing strategy to increase MQLs by 267%.

Produced strategic marketing recommendations for

- inbound marketing (lead generation)
- account-based marketing (sales enablement)
- content marketing
- reputation management
- search engine optimization (SEO)
- podcast marketing
- conversational marketing (chatbots)

VIDEO MARKETING:

Scripted, filmed, produced, and published 46 videos for sales and marketing.

Produced and delivered in-person and e-learning training teaching video for demand generation.

Became Runnerup in VidYard's "Video In Business Awards"

ACCOUNT-BASED MARKETING:

Produced Account-Based Marketing strategy to achieve the \$2M revenue goal.

Created ABM programs for sales executives to improve pipeline velocity.

WEBSITE, CONTENT MARKETING, AND SEO:

Presented to the leadership a website optimization plan to reduce Synthio's problem of 88% negative SEO.

Wrote content for website and blog, performed SEO, leading to Synthio's appearance in Featured Snippets for its most valuable keywords becoming the highest driver of organic web traffic.

Digital Marketing Consultant (B2B and B2C)

Business Support Solutions August 2012-April 2018

At this marketing consulting agency, I led marketing strategy proposals for B2B clients, social media marketing, email marketing, website marketing, SEO, and video marketing.

MARKETING STRATEGY:

Created and executed 5 marketing strategy proposals for B2B clients.

Worked with businesses ranging from home organizers to franchise owners to wealth managers.

SOCIAL MEDIA AND WEBSITE MANAGEMENT:

Created Facebook pages for various B2B clients.

Curated and scheduled content for social media through Hootsuite and HearSay social media management and analytics software.

Produced Twitter chat stories via Storify, published on Wordpress website, and distributed through MailChimp email marketing.

Updated Wordpress website (Content Management System) with new content weekly.

Published enews via Constant Contact and MailChimp marketing automation.

Led SEO and social media campaigns on Facebook, LinkedIn, and Twitter, including live chat.

Built blogs, website pages, and email campaigns for various B2B stakeholders to drive inbound lead generation.

COPYWRITING:

Performed marketing copywriting for various digital channels, including websites, blogs, emails, social media, and marketing strategy client proposals.

VIDEO MARKETING:

Scripted, staged, filmed, and produced various videos for Business Support Solutions.

Digital Marketing Consultant (B2B SaaS)

PossibleNow December 2017-February 2018

At this B2B SaaS company, I was hired to design and deliver a digital marketing strategy for demand-generation optimization in order to drive revenue growth. I leveraged comprehensive data analytics to produce a custom Digital Success Roadmap.

DATA ANALYTICS:

Brought on board sophisticated digital analytics software, such as SEMrush, Google Search Console, and others.

Collected competitive intelligence for all aspects of lead-generation to inform marketing strategy.

MARKETING STRATEGY:

Developed a Buyer Persona portfolio of 3 target markets.

Created a Buyer's Journey for inbound demand-generation.

Produced a digital marketing strategy covering search engine optimization (SEO), search engine marketing (SEM), content marketing, social selling, video marketing, email marketing, and reputation management.

BRAND MESSAGING:

Taught the team how to change brand messaging from features-focused to benefits-centered and entice conversions.

COPYWRITING AND BLOGGING:

Taught the team copywriting and blogging best practices in order to improve ROI on content marketing.

SOCIAL MEDIA MARKETING:

Proposed recommendations to optimize the use of social media for demand-generation.

Performed YouTube channel assessment and delivered detailed video marketing recommendations.

MARKETING TRAINING:

Delivered a workshop, presented my lead-generation optimization strategy to the CEO, CMO, and marketing team.

Trained the team hands-on on MarTech and marketing strategy implementation.

Digital Marketing Manager (B2B and B2C)

Emory Healthcare March 2016-August 2017

At this \$3B healthcare organization with 16.4K employees, 2.4K physicians, 7 hospitals, and 72 service lines, I was responsible for interactive marketing strategy, marketing training, marketing operations, marketing analytics, and conversion optimization.

MARKETING STRATEGY:

Used data analytics to inform my marketing strategy recommendations:

- to develop a Buyer Persona portfolio for each of the 72 service lines
- to design Buyer's Journey and focus marketing efforts on conversion optimization
- to change brand messaging from Emory-centered to patient-centered
- to build a new website with strong SEO, fast speed, and easy UX
- to eliminate multiple CTAs from landing pages and convert more leads with 1 CTA
- to create and implement a content marketing strategy
- to install DISQUS commenting system for user-generated content
- to implement CallRail on all landing pages for lead-generation
- to teach solve the 82% duplicate content issue on the website with 10K pages and 1.2M monthly visits, of which 84% bounced, by implementing marketing copywriting best practices.

Helped the marketing team win 7 healthcare marketing awards.

MARKETING OPERATIONS AND DATA ANALYTICS:

Built analytics dashboards to track ROI on 50 campaigns across paid, organic, and social.

Developed standard operating procedures (SOP) to streamline digital marketing for \$7M budget.

Conducted marketing training to help leadership make data-informed decisions.

Negotiated 60% off of Reputation Management software and 40% off of Salesforce Marketing Cloud.

WEBSITE, BLOG, AND SEO:

Helped redesign, optimize, and launch Emory Healthcare's new responsive website, a \$1M project.

Performed conversion optimization for 6 signature service lines resulting in conversion growth of up to 300%.

Wrote and published blog copy on 12 Wordpress blogs.

ADVERTISING AND PUBLIC RELATIONS:

Created and implemented new PPC strategy resulting in 67.8% increase in CTR and SEM cost reduction of 58.4%.

Digital Marketing Manager (B2B SaaS)

Recall Corporation June 2015-September 2015

At this \$1B global provider of information management services, I led marketing strategy, Search Engine Optimization, Social Selling (sales enablement), Employee Advocacy (corporate citizenship), Employer Branding on Glassdoor, and advertising.

MARKETING STRATEGY:

Leveraged data analytics to perform market assessment and inform strategy.

Built an always-on demand-generation machine by designing Social Ambassadors mobile app integrated with Salesforce and Marketo, offering compliant branded content to employees for sharing on their social media, positioning themselves as thought leaders and driving leads.

Presented to C-suite and gained buy-in for program implementation.

SEARCH ENGINE OPTIMIZATION:

Collected SEO data analytics from Moz, Screaming Frog, SEMrush, and HubSpot.

Produced Digital Marketing Success Roadmap improving search and discovery.

SEARCH ENGINE MARKETING (SEM):

Led AdWords campaign for PPC ads, improved advertising ROI.

TARGET MARKET (BUYER PERSONA PORTFOLIO):

Pioneered Buyer Persona portfolio development, identified target market by collaborating with C-suite, sales, and customer care, as well as deploying data analytics.

Produced Buyer Persona portfolio, saved \$12K by leading this project in house.

EMPLOYER BRANDING:

Led Employer Brand on Glassdoor.

Leveraged data analytics to create and implement Glassdoor strategy.

Negotiated Glassdoor contract savings of 10%.

SOCIAL SELLING AND EMPLOYEE ADVOCACY:

Attended sales meetings, interviewed salesforce to design effective sales and marketing alignment strategy.

Performed vendor assessment for the sales and marketing alignment solution, chose the best vendor out of the 7 interviewed.

Negotiated social selling software contract savings of 88.3%.

Designed and built a Social Selling and Employee Advocacy program consisting of a branded mobile app allowing employees to share brand-approved content to their social media, amplifying leads.

Director of Marketing (B2B and B2C)

Gaslowitz Frankel December 2013-November 2014

At this law firm, I led marketing strategy, SEO, podcast marketing, video marketing, public relations (PR), social media, email marketing, reputation management, and content marketing.

MARKETING STRATEGY:

Performed needs' assessment, collected competitive intelligence, leveraged marketing analytics to fuel strategic recommendations.

Produced a comprehensive, holistic, interactive marketing strategy.

COPYWRITING AND CONTENT MARKETING:

Produced, edited, and published 50K words of content.

Led the production of the firm's first-ever lead magnet for inbound marketing, an ebook called "Ten Ways To Avoid Estate Disputes."

VIDEO MARKETING AND SOCIAL MEDIA:

Established branded social media channels with a unified handle across Facebook, Twitter, YouTube, Google, LinkedIn, Yelp, Pinterest, and Instagram.

Filmed, edited, produced, and published 40 videos.

Built and launched a YouTube channel, performed video SEO.

Produced an innovative whiteboard explainer video delivering the firm's complex value proposition in a form of a simple story.

Created search-engine-optimized, converting LinkedIn profiles for all attorneys.

PUBLIC RELATIONS (PR) AND ADVERTISING:

Created and launched a PR campaign leading to NBC-11Alive and The Daily Report media coverage.

Produced multiple successful press releases that amplified lead generation.

Led advertising campaign on NPR radio.

SEARCH ENGINE OPTIMIZATION (SEO):

Performed SEO growing website traffic by 470% YoY.

PODCAST MARKETING:

Launched firm's radio show and podcast syndicated to iTunes and other platforms, which attracted 6X the typical live audience and resulted in 36.6K monthly listeners.

Performed live-tweeting during each live radio podcast.

EMAIL MARKETING:

Launched firm's email marketing campaign with a 99% delivery rate.

Grew email marketing subscriber list by 614% YoY.

REPUTATION MANAGEMENT:

Collected multiple client reviews and testimonials across various online reputation management platforms.

Director of Marketing (B2B and B2C)

Day Chiropractic February 2012-January 2014

At this chiropractic clinic, I led social media marketing, email marketing, content marketing, video marketing, website, and reputation management.

MARKETING STRATEGY:

Built clinic's first-ever website DayChiropracticSavannah.com, created a blog, wrote all content for digital marketing.

Designed and implemented a marketing strategy that increased new patient volume, revenue, brand awareness, and web traffic.

WEBSITE / CONTENT MANAGEMENT SYSTEM:

Designed and built a Wordpress website, integrated with social media, content marketing, reputation management, marketing automation, and video marketing.

Optimized website, blog, Facebook, and Yelp for search and discovery (SEO).

EMAIL MARKETING:

Pioneered clinic's email marketing strategy, implemented enews resulting in an increased number of new patients.

Setup marketing automation, created a content offer driving email subscribers and website traffic, produced landing pages and thank you pages.

CONTENT MARKETING:

Produced content for blog and website.

Curated and distributed content for social media, such as Yelp, Google, Facebook, Twitter, and YouTube.

SOCIAL MEDIA MARKETING:

Developed and implemented clinic's social media strategy driving new patient volume.

Produced social media marketing collateral, including videos, patient testimonials, and images.

Performed all copywriting required for social media channels.

BRANDING:

Designed and produced all branding collateral, such as logo, brand messaging, unique value proposition, including business cards, and flyers.

REPUTATION MANAGEMENT:

Performed all reputation management activities collecting testimonials for Yelp, Google, Facebook, and healthcare review sites.

Helped Dr. Day become the most rated and reviewed with 5 stars in his niche and location.

VIDEO MARKETING:

Filmed, edited, produced, and published 30 videos for the new Video Marketing campaign for Dr. Day, including explainer videos and customer testimonials.

Digital Marketing Manager (B2B and B2C)

Dillard and Company Realty Group July 2013-November 2013

At this top luxury real estate agency I led demand-generation, social media, video marketing, reputation management, SEO, marketing automation.

MARKETING STRATEGY:

Designed and implemented a Marketing Strategy in a highly-competitive industry for 5 agents.

VIDEO MARKETING:

Filmed, edited, produced, and published 41 videos for the new Video Marketing campaign for 5 agents.

Led agency's Video Strategy, performed script writing, editing, as well as hands-on video production.

REPUTATION MANAGEMENT:

Created and implemented a Reputation Management program, collected and managed reviews and clients testimonials across all channels.

Filmed, produced, and published video testimonials from clients.

Built agency's fist-ever YouTube channel featuring educational videos and client testimonials.

SOCIAL MEDIA MARKETING:

Built all social media channels: Facebook, Google, Twitter, and YouTube.

Increased Social Media community size by 400%.

Enhanced efficiency of events promotions and drove attendance via digital marketing.

CONTENT MARKETING:

Wrote copy for all agency's digital properties.

Created scripts for video marketing and email marketing.

Organized photoshoots and filming of real estate listings.

Collaborated with vendors on producing virtual tours to improve user experience.

MARKETING AUTOMATION:

Pioneered an innovative Marketing Automation campaign integrated with BoomTown CRM and BombBomb automation platform to streamline lead generation and drive ROI.

Digital Marketing Manager (B2B and B2C)

Raise Global Services January 2013-April 2013

At this SaaS startup, I was an intern hired to create a digital marketing strategy, revamp corporate Wordpress website, build social media channels, create a content marketing strategy, and pioneer public relations (PR).

MARKETING STRATEGY:

Worked directly with the CEO leading the alignment of corporate strategy with digital marketing.

Created a buyer persona portfolio, identified service offerings.

Led the process of developing a content marketing strategy for all digital channels to communicate the value proposition in a cohesive manner, including video marketing.

SOCIAL MEDIA MARKETING:

Conducted social media assessment, produced and delivered optimization recommendations.

Helped CEO and 3 team members optimize their LinkedIn profiles for search, discovery, engagement, and leads.

WEBSITE CONTENT MANAGEMENT SYSTEM:

Leveraged marketing analytics to inform website strategy.

Redesigned company's 2 Wordpress websites to optimize each for inbound lead generation.

Performed search engine optimization (SEO) for each site to improve organic brand awareness.

PUBLIC RELATIONS (PR):

Refined PR / media tactics resulted in new earned media for the organization and increased media coverage.

MARKETING TRAINING:

Conducted conversion optimization marketing training for the team, leveraged marketing analytics to support strategic recommendations.

Taught blogging and inbound content marketing tactics to the leadership and marketing teams for demand generation optimization.

HONORS AND AWARDS

Best Speaker Award

Sep 2019

Toastmasters International

Rising Phoenix Toastmasters Club recognized me as the Best Speaker on 9/7/2019 for the "WHAT IS GOOD?" speech

Best Speaker Award

Aug 2019

Toastmasters International

Toastmasters International Rising Phoenix Club awarded me with the BEST SPEAKER award on 8/24/2019 for my "IDENTITY" speech

Video in Business Awards - RunnerUp

Oct 31st, 2018

VidYard

#VIBawards by VidYard recognized that video has emerged as a powerful tool for modern B2B sales teams. Unlike email, phone, and social media, video offers a highly creative way to cut through the noise and build more personal relationships with buyers. It's a great way to stand out, a better way to educate, and the next best thing to being there in person when it comes to connecting on an emotional level.

2018 edition of the Video in Business Awards recognized marketing and sales teams using video in creative ways to deliver incredible bottom-line results.

Aster Awards - 1 Bronze and 1 Gold

May 2017

The Aster Awards

The Aster Awards honors excellence in Healthcare Advertising.

Winning entries, judged by a diverse panel of industry experts, are published in the Marketing Healthcare Today magazine. A Best of Show trophy, Judge's Choice trophies, as well as Gold, Silver and Bronze certificates are granted to winning entries exemplifying excellence. Winning entries must score in the top tiers amongst similar sized organizations.

Healthcare Advertising Awards - 2 Silvers, 1 Bronze, 1 Gold, and 1 Merit

May 2017

Healthcare Advertising Awards

These 5 awards in different categories were an opportunity to be recognized for outstanding work and creative inspiration. Over 4,000 entries were judged by a national panel of industry specialists who reviewed each piece, judging creativity, marketing execution, and message impact.

Judges awarded Gold, Silver, Bronze, and Merit designations to those entrants whose programs and materials displayed exceptional quality, creativity, and message effectiveness.

EDUCATION

Georgia State University

MBA, Business Administration and Management

Aug 2011 - Dec 2013

CERTIFICATIONS

Technical SEO Certified

SEMrush Academy

2018 - Present

I am certified in advanced technical SEO by SEMrush Academy, which allows me to leverage specific techniques to deploy Search Engine Optimization for demand generation.

Account-Based Marketing Certified

#FlipMyFunnel University

2018 - Present

I am Account-Based Marketing (ABM) certified by #FlipMyFunnel University, which allows me to strategically deploy video marketing, content marketing, paid advertising, marketing automation, highly-targeted personalization, and other sales enablement tactics in order to target, expand, and convert specific accounts with the goal of closing more deals faster.

Inbound Marketing Certified

HubSpot Academy

2018 - Present

I've maintained my Inbound Marketing certification since 2015. It allows me to leverage such marketing strategies as conversational marketing, blogging, email marketing, video marketing, social media marketing, to drive inbound lead generation.

Inbound Sales Strategy Certified

HubSpot Academy

2018 - Present

I am Inbound Sales Strategy certified by the Hubspot Academy, which allows me to be effective and successful when I do sales enablement work and pursue sales and marketing alignment.

Content Marketing Certified

HubSpot Academy

2018 - Present

I am Content Marketing Certified by the HubSpot Academy, which allows me to leverage my copywriting, content editing, graphic design, blogging, video marketing, and podcast marketing skills to create epic content that drives engagement, conversions, and growth.