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**5 Monmouth Drive Cranberry Twp, PA 16066**

Seasoned marketing professional with 15+ years of experience spanning from full-stack marketing roles to creative design. Expertise encompasses CRM/CMS automation, print design, e-commerce strategies, web accessibility, video production, and robust analytics. Proven track record in both B2B and B2C sectors, having worked in house and in agencies with startups to Fortune 500 companies. Highly proficient in leveraging tools like Hubspot, Salesforce, Marketo, and Adobe Suite to deliver outstanding marketing outcomes. Eager to bring a holistic approach to marketing endeavors, emphasizing innovation, data-driven strategies, and user-centric designs.

**Skills**:

* Mastered Marketing Automation with tools like HubSpot, Salesforce Marketing Cloud, Marketo, Eloqua, and Adobe Experience Cloud.
* Designed and Developed user-centric websites using Adobe Creative Suite, WordPress, Shopify, and BigCommerce.
* Boosted web visibility with data-informed SEO and SEM strategies.
* Implemented precision-targeting through demographic, interest, and behavior-based segmentation.
* Orchestrated holistic campaigns for a variety of clientele, from in-house to agency contexts.
* Created captivating content from web copy to articles, blogs, and infographics.
* Drove social media engagement and growth through strategic content curation and community management.
* Optimized email campaigns focusing on deliverability, open rates, and CTR enhancement.
* Managed data cleanup, append, and segmentation for optimal campaign performance.
* Employed A/B testing, workflow optimization, and automation for continuous campaign refinement.
* Collaborated seamlessly across teams to achieve unified marketing goals.
* Produced impactful print materials, bridging the digital-physical divide.
* Developed eLearning modules and interactive content with Adobe Captivate.
* Coordinated projects and team collaborations efficiently using Wrike.
* Utilized Microsoft Office tools, such as Word, Excel, PowerPoint, and Teams, for effective communication and productivity.
* Elevated team expertise by providing training on diverse marketing tools and best practices.

**Professional Experience:**

**Digital Marketing Automation Specialist** **Brunner, Pittsburgh, PA** **March 2022 – September 2023**

* Managed diverse CRM/CMS platforms including Hubspot, Eloqua, Active Campaign, Marketo, Salesforce, and Mailchimp for an array of B2B and B2C clients.
* Seamlessly integrated third-party marketing tools with CRMs, emphasizing clean data and user-centric workflows.
* Pioneered and refined email campaigns leveraging advanced features: workflows, triggers, automation, segmentation, and A/B testing.
* Crafted visually appealing and effective materials for landing pages and campaigns utilizing the Adobe Suite, with expertise in Adobe InDesign, Illustrator, Photoshop, Dreamweaver, XD, and Figma.
* Trained clients and team members on the intricacies of selected marketing platforms, ensuring optimal usage and results.
* Led cross-team communications, delivering project analytics and essential information to varied personnel and management tiers.
* Oversaw multiple client projects concurrently using Wrike, with a keen eye on maintaining timeliness and superior quality.

**Key Achievements:**

* Revitalized email marketing campaigns in Marketo, leading to a 23% surge in open rates and a 15% growth in click-through rates for a renowned Financial Institution.
* Designed a multi-tiered nurture program in Eloqua, yielding a 28% increase in lead engagement and a 35% boost in sales conversions over 8 months.
* Drove a 15% increase in sales leads for a leading tech startup by developing and executing a targeted content marketing campaign in Hubspot.
* Reduced customer churn by 10% by designing and implementing a personalized email nurture program in Salesforce Marketing Cloud Account Engagement.

**Marketing Specialist** **Grace Industries, Fredonia, PA** **2014 – 2021**

* Directed and implemented digital strategies via platforms such as WordPress, Salesforce, and Mailchimp, solidifying brand presence in the market.
* Played a central role in the selection of new marketing platforms, transitioning and cleansing old CRM data to Salesforce.
* Personalized Salesforce and Pardot fields for specific audience segments and user roles.
* Developed and administered Salesforce & Pardot operations, ensuring streamlined functionality and efficacy.
* Crafted cross-platform campaigns using Adobe InDesign, Illustrator, Photoshop, Dreamweaver, and Premiere, consistently hitting or surpassing set KPIs.
* Oversaw content creation, from print to digital marketing, ensuring brand consistency and maximum engagement.
* Managed PPC campaigns across Google Analytics, Bing, and various social media platforms.

**Key Achievements:**

* Spearheaded Mailchimp campaigns that achieved a 25% uplift in open rates and a 40% boost in click-through rates, significantly enhancing engagement and conversions.
* Implemented A/B testing in Mailchimp, which led to a 30% improvement in engagement metrics across all user segments for targeted campaigns.
* Utilized Mailchimp analytics to refine segmentation, leading to a 20% increase in personalized user engagement and a 15% growth in customer retention.

**Digital Marketing Assistant** **GRS Global Recruiting Source, Solon, Ohio** **2010 – 2013**

* Launched campaigns utilizing the Adobe Suite, emphasizing on Illustrator, Photoshop, InDesign, and Dreamweaver to create visually engaging content tailored for diverse platforms.
* Mentored colleagues in WordPress, Constant Contact, and best practices in using design software for marketing collateral.
* Took charge of CRM administration, ensuring smooth operations, timely data updating, and accurate segmentation.
* Amplified brand presence across platforms, with a particular focus on LinkedIn and other B2B marketing avenues.
* Actively participated in strategy meetings, bringing fresh, innovative ideas to the table and assisting in their execution.

**Key Achievements:**

* Successfully increased LinkedIn followership by 30% within a year, boosting brand visibility in the recruitment industry.
* Spearheaded a campaign that resulted in a 20% increase in client inquiries within a span of three months.
* Improved cross-team collaborations by establishing streamlined CRM workflows, which led to a 15% efficiency increase in campaign rollouts.
* Awarded 'Highest Award for Overall Achievement' from Dale Carnegie.

**Education:**

**MBA in Ecommerce** **Devry Keller School Of Business Management, Stow, OH** **2013**

* Completed intensive coursework in digital marketing, sales strategies, and e-commerce business models.
* Undertook a project on "The Future of Omni-channel Retailing," which was selected for presentation at an e-commerce conference.
* Participated actively in workshops and seminars focused on emerging e-commerce technologies and strategies.

**BS in Communications Technology & Design** **Slippery Rock University, Slippery Rock, PA** **2006**

* Specialized in digital design, understanding communication technology's impact on modern business.
* Led a team in creating a mock advertising campaign, which was chosen as the top project in the class.
* Actively engaged in various tech and design clubs, organizing events and workshops to promote practical learning.

**Technical Certificates and Licenses:**

* Salesforce Pardot Marketing Cloud Account Engagement
* Hubspot Content Marketing
* Hubspot Reporting
* WCAG for Web Accessibility

**Awards and Honors:**

* Highest Award for Overall Achievement, Dale Carnegie
* Presented project on "The Future of Omni-channel Retailing" at an e-commerce conference.

**Key Areas Of Responsibility:**

**Marketing Automation:**

* Automated marketing campaigns across multiple channels using HubSpot, Salesforce Marketing Cloud, Marketo, Eloqua, and Adobe Captivate, resulting in a 15% increase in sales leads and a 10% reduction in customer churn.
* Used Google Analytics and Google Tag Manager to track and analyze user behavior, informing data-driven marketing decisions.
* Created and implemented personalized content strategies using CRM data, leading to a 20% increase in website traffic and a 15% boost in conversion rates.
* Developed and deployed interactive dashboards to visualize key marketing metrics, enabling stakeholders to quickly identify trends and insights.

**Design & Development:**

* Created visually appealing and effective marketing materials using Adobe InDesign, Illustrator, Photoshop, Dreamweaver, XD, and Figma.
* Designed and developed responsive websites and landing pages that are both user-friendly and accessible.
* Integrated marketing tools with CRMs and e-commerce platforms to streamline workflows and improve efficiency.
* Collaborated with UX/UI designers to create user-centric and visually appealing designs.

**SEO & SEM:**

* Optimized websites and landing pages for search engines, resulting in a 20% increase in organic traffic.
* Managed paid search campaigns on Google, Bing, and social media platforms, achieving and exceeding ROIs.
* Used data-driven insights to refine SEO and SEM strategies over time.

**Social Media Marketing:**

* Developed and executed holistic social media strategies for various platforms, resulting in a 25% increase in followership and engagement rates.
* Created engaging social media content that resonated with target audiences and drove traffic to websites and landing pages.
* Used social media analytics to track and measure the performance of campaigns and identify areas for improvement.

**Other Notable Skills**:

* A/B testing mastery, resulting in a consistent 15% improvement in open rates for email campaigns.
* Advanced typography and conversion-driven design principles to create effective marketing materials.
* Holistic branding expertise to ensure consistent brand messaging across all channels.
* Expertise in using AI tools like Dall-E and ChatGPT to generate creative content and enhance user engagement.
* Experience using Wrike for project management.
* Skilled in cross-team communication and collaboration.
* Adept at training and explaining technical concepts to other staff, clients, and shareholders.