

# Nelinda O'Brien

## ACHIEVEMENTS

- Project managed successful redesign and launch of new Viewpost corporate website
- Improved accessibility for 40% of visitors by developing website for tablet and mobile devices
- Integrated strategic search engine optimization (SEO) to increase keyword site visits by 25%
- Reduce spend per conversion by 34% for Adwords PPC campaign
- Redesign of Digital Risk corporate and careers site to improve user experience

## EXPERIENCE

- > **VIEWPOST - MARKETING & OPERATIONS MANAGER** **AUG 2015 - PRESENT**
  - Develop and manage email campaigns using Marketo marketing automation to include ideation, setup, testing, reporting, and integration with Salesforce CRM
  - Create multi-touch, targeted customer life-cycle digital marketing programs with demand generation, nurture and drip campaigns
  - Maintain marketing database including data imports, list segmentation, and campaign reporting
  - Managed redesign of corporate website to include design, layout, QA, deployment across internal departments and third party vendors with project management tools (Basecamp)
  - Proactively identify points of opportunity for enhanced targeting/measurement capabilities and optimization of marketing technology stack
  - Executed product launch/release marketing project plan with internal teams and stakeholders
- > **MARKETING STRATEGY & BRANDING CONSULTANT** **SEP 2011 - PRESENT**
  - Establish brand marketing and positioning strategy to target desired client audience
  - Created web compliant meta data for SEO find-ability
  - Collaborate with clients to generate web content to meet their needs and optimize conversion
  - Provide web solutions and develop web sites and based on specific business needs for promotions, presentations, customer service and online services
- > **DIGITAL RISK - DIGITAL MARKETING COORDINATOR** **OCT 2012 - AUG 2015**
  - Drive development of on-line strategy including prioritizing and refining requirements for web, e-mail marketing, mobile and social media
  - Manage all external company web sites to improve web infrastructure, navigation, and customer experience and ensure that processes are scalable and flexible
  - Redesign of corporate print marketing collateral working with each LOB for optimal audience messaging
  - Manage targeted online marketing campaigns including: micro sites, landing pages, e-newsletters, e-mail blasts, online advertising, search engine optimization, social media and link strategy
- > **HILTON GRAND VACATIONS - E-DESIGN** **JUN 2012 - OCT 2012**
  - Create, prepare and package design work for print such as cards, brochures and forms
  - Configure design layout for collateral, edit and manipulate photos for design in final artwork
  - Design and convert web and email PSD files to HTML using Adobe Photoshop and Dreamweaver
- > **REGULATORY COMPLIANCE ASSOC. - DIRECTOR OF OPERATIONS** **JAN 2011 - MAY 2012**
  - Research, evaluate, and implement Learning Management System for university program
  - Create and design e-learning digital and print materials, event materials and website content
  - Manage social media accounts and e-marketing using social media management tools
  - Maintenance of new website content sourcing and implementing new enabling web technologies

## SKILLS

MARKETO  
CERTIFIED EXPERT

ADOBE  
CREATIVE SUITE

GOOGLE  
ANALYTICS

PROJECT  
MANAGEMENT

BRAND  
MANAGEMENT

MARKETING  
STRATEGY

SALESFORCE  
CRM

WORDPRESS  
CMS

## EDUCATION

### > UNIVERSITY OF CENTRAL FLORIDA

**AUG 2005 - AUG 2010**

Major: General Business  
Minor: Entrepreneurship

Bachelor of Science, August 2010  
Major GPA: 3.40/4.00