

# Nelinda O'Brien

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## ACHIEVEMENTS

- Strategized and executed digital campaigns generating over \$45 MM of pipeline contribution for the year
- Increase number of digital campaign outreach 3X YOY leveraging email, webinars, display, and website
- Optimized digital ads to generate 800%+ return on investment
- Applied strategic SEO improvements increasing organic site sessions by 80%
- Project managed large-scale site consolidation and rebrand to successful launch of CentralSquare website

## EXPERIENCE

### > CENTRALSQUARE - **MANAGER, DIGITAL CAMPAIGNS** NOV 2017 - PRESENT

- Manage and lead the execution of digital marketing campaigns, including marketing automation, SEO, paid search, display, lead gen pages, webinar, video, CRM and account based marketing
- Own the lead generation strategy and report on performance against KPIs such as Marketing Qualified Leads (MQLs) and Sales Accepted Leads (SALs)
- Oversee implementation of Bizible for marketing attribution modeling
- Automate marketing technology stack to improve campaign effectiveness
- Manage the allocation and tracking of marketing program budgets and spending
- Collaborate and create alignment with the sales team to fill top of funnel
- Execute rigorous A/B testing across customers and prospects segments
- Implement cross-departmental trainings of Marketo for mass communication enablement

### > **MARKETING STRATEGY & BRANDING CONSULTANT** SEP 2011 - PRESENT

- Configure complex lead generation and lifecycle progression strategies utilizing marketing automation and CRM tools such as Hubspot
- Optimize client website through WordPress CMS platform to create scalable and efficient web presence
- Work with clients to establish brand marketing and positioning strategy

### > **VIEWPOST - MARKETING & OPERATIONS MANAGER** AUG 2015 - NOV 2017

- Develop and execute overall strategy for marketing automation, corporate website, SEO/SEM and digital marketing efforts that support the organizations goals
- Reduced spend per conversion by 34% working with external vendors to execute SEO and SEM
- Develop and manage email campaigns using Marketo marketing automation to include ideation, setup, testing, reporting, and integration with Salesforce CRM
- Measure and report performance of marketing campaigns, and assess against goals (ROI and KPIs)
- Analyze and execute on new and potential product/services, markets, and advertising opportunities
- Maintain marketing database including data imports, list segmentation, and campaign reporting

### > **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

## SKILLS

Campaign Management	Marketing Automation	Account Based Marketing	Project Management
Marketo Certified Expert	SalesForce CRM	Google Analytics	WordPress CMS

## EDUCATION

### > **UNIVERSITY OF CENTRAL FLORIDA - BACHELOR OF SCIENCE** AUG 2005 - AUG 2010

- Major in General Business and Minor in Entrepreneurship