

# Nelinda O'Brien

## ACHIEVEMENTS

- Manage and optimize lead lifecycle nurture programs and doubled conversions through the funnel
- Applied strategic SEO to increase number of organic first page rankings by 9X
- 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

## EXPERIENCE

- > **LOGI ANALYTICS - DEMAND GEN MARKETING MANAGER** JAN 2021 - PRESENT
  - Manage end-to-end integrated campaigns including email, content syndication, virtual events, webinar, website and display advertising
  - Execute program strategy, planning, promotion, execution and follow-up for both in-house and partnered webinars
  - Report, analyze and recommend optimization of channel effectiveness
  - Collaborate on marketing strategy based on campaign testing, analysis, and pipeline generation
  - Communicate with cross-functional marketing teams to strategize and outline key marketing themes, messages, offers, and mediums for campaigns throughout the year
  - Monitor and report on full funnel lead to opportunity performance
- > **CENTRALSQUARE - MANAGER, DIGITAL CAMPAIGNS** NOV 2017 - DEC 2020
  - 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)
  - Develop and optimize content for integrated campaigns across online and offline channels
  - Automate marketing technology stack to improve campaign effectiveness
  - Execute rigorous A/B testing across customers and prospects segments
  - Manage the allocation and tracking of marketing program budgets and spending
  - Project managed large-scale site consolidation and rebrand to successful launch of CentralSquare website
- > **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

|                                     |                                 |                                    |                               |
|-------------------------------------|---------------------------------|------------------------------------|-------------------------------|
| <b>CAMPAIGN<br/>MANAGEMENT</b>      | <b>MARKETING<br/>AUTOMATION</b> | <b>ACCOUNT BASED<br/>MARKETING</b> | <b>PROJECT<br/>MANAGEMENT</b> |
| <b>MARKETO<br/>CERTIFIED EXPERT</b> | <b>SALESFORCE<br/>CRM</b>       | <b>GOOGLE<br/>ANALYTICS</b>        | <b>WORDPRESS<br/>CMS</b>      |

## EDUCATION

- > **UNIVERSITY OF CENTRAL FLORIDA** AUG 2005 - AUG 2010
  - Major: General Business Bachelor of Science, August 2010
  - Minor: Entrepreneurship