**[Digital Marketing Manager](https://www.postjobfree.com/resume/ad0ojq/digital-marketing-manager-greenbelt-md)**

**Location:**Greenbelt, MD

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**Resume:**

Jill Connor

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I enjoy producing content with effective storytelling, building marketing automation, and perfecting marketing strategies. My strongest skill set involves my ability to collaborate and lead creative teams, my content creation skills as well and my out-of-the-box thinking. I am looking to be a part of a team where our passion for the company/product and a creative environment elevate the process and final product.

Work Experience

Marketing Manager

Marra Forni - Beltsville, MD

June 2022 to Present

• Supervising four full-time staff that specialize in social, graphic design, paid media/website, and CRM/admin. I have installed multiple systems to effectively measure success, and analyze campaigns/ channels for impact.

• I manage the team for events including logistics, personnel management, structure, booth layout, rentals, and marketing. We support events from monthly training to annual tradeshow events with an average budget of $150,000 each.

• I have ushered the company into a more digitally focused mindset bringing in more customer data, lowering response time, and trackable KPI and analytics. Our department efforts have resulted in more leads (from an average of 16 a week to 55) and better-quality leads (a reduction of over 35% bad leads in a quarter to less than 10%). This has resulted in a boom in business and brand awareness within the industry.

• I led the implementation and integration of HubSpot with the sales customer resource management,

(CRM) and enterprise resource management (ERP) systems in the first 3 months of the position. I trained all staff on its use and continue to maintain it.

• My team's website improvements focused on search engine optimization (SEO), multiple language support, and audience funnel customization for the first 6 months. We have seen an increase in organic traffic by 175% in the first year. We also built healthy content marketing and email marketing programs. These organic traffic channels have dropped CPL (Cost per Lead) from an average of $15 to less than $5.

• My print campaign strategy focuses on simple messaging and strong art. According to the magazine's quarterly readership surveys, our reports show an increase in reader engagement, trust, and favorability between 5-12%.

• The marketing budget I created and implemented was approved with a 2% increase reaching nearly

$1,000,000 within 6 months of my start date.

Director of Marketing and Communications

Renoxx Group - Lanham, MD

April 2018 to June 2022

• Oversaw the advertising and communications department for five subsidiary companies and a nonprofit with a staff of 4, and 4 teams of contractors.

• Oversaw redesign of 11 websites. This entailed producing 85% of the new site content and building integrations with Google, e-commerce platforms, social sharing, and CRMs.

• Managed a $50,000 advertising budget and produced the ad content including for all search, social, and industry channels.

• Organized multiple fundraising events that attracted hundreds of families, facilitating the receipt of in-kind donations for one event valued at $50K that benefitted more than 250 families. Business Owner

ConnorMedia LLC - Greenbelt, MD

October 2016 to June 2022

· Provided marketing consulting and products to small businesses, nonprofits, and two local government communications departments.

· Designed a website and consulted on strategies for a freshman candidate's blog, social media, and print marketing resulting in a win of 20 points over his 4 competitors.

· Implemented a marketing campaign for an annual nonprofit event, doubling attendance from previous years, and provided a 50% increase in new subscriptions for the client.

· Discovered I prefer not to be the one who has to run the business, just to market it. Editor/Reporter/Graphic Designer

GREENBELT NEWS REVIEW - Greenbelt, MD

May 2016 to June 2022

• Designed ads and edited news content (headlines, stories, captions, graphics, and photos) for a weekly newspaper using Adobe InDesign and Photoshop.

• I continue to serve as a backup staff member capable of all production roles, including managing volunteers.

• Streamlined the process of digital layout, shortening it by 2 hours. Social Media Coordinator

Sandy Spring Museum - Sandy Spring, MD

January 2017 to December 2017

· Managed social media channels, digital marketing outreach, website, email marketing, and set up analytics and Google Ad Grant.

· Collaborated with stakeholders to identify and engage targeted online communities and influencers resulting in reaching new audiences and donor sources.

· Contributed to digital marketing efforts, increasing patron attendance at the annual fundraiser by 25% and smaller events by as much as 50%. Also increased email open rate by 10% and click rate by 20% for over 10,000 subscribers.

· Maintained a 12% increase in website traffic and increased average time on site by 25% to over 2 minutes.

Photo Editor

THE WESTERLY SUN - Westerly, RI

January 2011 to December 2015

• Served as the photo editor, primary photographer, multimedia producer, and social media specialist with 12 direct reports.

• Installed new systems such as an online calendar, and new customer relationship management

(CRM)software, and trained over 50 personnel acting as the CRM support person.

• Shot, produced and delivered the company's first multimedia stories/video content webpage and real social engagement strategy.

• Trained over 18 staff and freelancers on content writing skills at professional development events I developed.

Education

Nanodegree in Digital Marketing

Udacity

January 2018 to April 2018

Master's degree in Photojournalism

Boston University - Boston, MA

Bachelor's Degree in Studio Art with Photography

Clark University - Worcester, MA

Prince George's Community College - Greenbelt, MD

State University of New York - Binghamton, NY

Skills

• Customer service

• Organizational skills

• Microsoft Office

• Communication skills

• Leadership

• Content creation

• Social media management

• Marketing automation

• Digital marketing

• E-commerce

• Content marketing

• Email marketing

• Marketing

• SEO

• HubSpot

• Blogging

• Analytics

• Presentation skills

• PPC Campaign Management

• CRM software

• Graphic design

• Customer relationship management

• Relationship management

• Adobe Photoshop

• Adobe InDesign