

{ JAMES SKINNER }



YEARS OF EXPERIENCE

■ AGENCY: 3
■ IN-HOUSE: 1
■ CONSULTING: 1



PROJECT BREAKDOWN

■ DIGITAL: 80%
■ TRADITIONAL: 20%

KEY INDUSTRIES



PROFESSIONAL QUALIFICATIONS

Education:

ARIZONA STATE UNIVERSITY | *Tempe, AZ*

Bachelor of Science, Marketing;

Bachelor of Arts, Design Management

- Graduated Magna Cum Laude, 3.70 GPA
- Taught upper-level for classes on Adobe CS
- Received Sun Devil Academic Scholarship

Client Testimonial:

“It was clear James was smart, detail-oriented, and exhibited a clear robust knowledge of interactive marketing – from the minor details that make up the digital space, to how digital content influences consumers in the purchase funnel. At all times, he maintained a high level of professionalism and presented himself with a smile.” – Rebekah Bell, AOT

Advanced Skills:

-  **ANALYTICS & REPORTING**
Google Analytics, Omniture, Radian6
-  **LIFECYCLE MARKETING**
Salesforce, ExactTarget
-  **CREATIVE & MEDIA MANAGEMENT**
Adobe CS, Mediaplex, Google AdWords
-  **UX & WEBSITE DEVELOPMENT**
Omnigraffle, WordPress, Ektron
-  **PROJECT MANAGEMENT**
Microsoft Office, Basecamp, JIRA

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DIGITAL MARKETING MANAGER | *Northstar Travel Media*

01.2015 – 08.2015

- Oversaw and coordinated marketing activity for the Northstar Meetings Group of trade publications' B2C (meeting planners) and B2B (advertisers) audiences: *Meetings & Conventions, Incentive and Successful Meetings*
- Organized database into distinct audience segments for delivering relevant information to the most qualified audience; updated online registration forms to collect more data points for future lifecycle programs
- Increased webcast registrations by 300%, providing additional leverage for sales team; deployed customer survey and used feedback and A/B tests to optimize email message, delivery times and webcast content
- Provided support for 16 events and boosted recruitment through print, email, and social; designed new microsite and increased email engagement by 40% (CTR) via targeted content using metrics from Omniture and ExactTarget
- Presented digital strategy to engage and convert and keep meeting planners: LinkedIn to promote expert content (webcasts, whitepapers) and engage in group discussions; social media posts from network of industry connections; YouTube to provide exclusive look into new hotels and cities; Twitter/mobile app to provide real-time event info
- Managed custom advertiser programs, including eBlasts, landing pages, banners, and advertorials; collected materials (logos, full copy/copy points, creative or creative brief), and trafficked final materials to production

FREELANCE MARKETING CONSULTANT | *Multiple Clients*

01.2014 – present

- Conducted thorough discovery of Claus Rademacher Architects' existing marketing mix, industry, and top competitors; interviewed internal stakeholders to gauge perception and goals, and delivered tactical marketing plan
- Created, launched, and managed a targeted Facebook ad and email marketing campaign to drive donations and fundraiser attendance for HALO Animal Rescue; funds received and event attendance increased by 35% and 100%
- Managed eCommerce platform (MIVA Merchant) for Fireball Whisky's online gift store; maintained inventory, wrote optimized product copy, coordinated promotional content, and built new internal page for employees via WordPress

- Consistently delivered POVs and proposals for new channels, tactics, and trends to reach target audiences using ongoing collaboration and research (industry, competitor); raised revenue for largest retail account by over 60% and translated approved scopes of work into internal work orders (creative briefs, technical specifications)
- Provided website maintenance/support for many clients; uploaded optimized content via CMS, scoped and managed the integration of new functionality and features, escalated bugs/technical issues to development team through JIRA
- Audited websites for SEO best practices and implemented on-site (meta data, sitemap, blogs, etc.) and off-site strategies (directory listings, influencer outreach, etc.); reported traffic and rankings for top keywords monthly
- Exceeded leads anticipated for HP and Intel by driving qualified B2B traffic to campaign landing pages hosting whitepaper on trending industry changes; utilized SEM, LinkedIn, and IT industry (target audience) email sponsorships; ensured creative adhered to strict brand guidelines by providing clear briefs to team and outlined technical specs needed to develop lead-gen form and integrate with existing CRMs
- Designed landing page wireframes and content outline for MJ Insurance; curated content (articles, blogs, etc.) into downloadable guides and newsletters to educate audience (business owners) on the requirements of the Affordable Care Act and provide tips for ensuring compliance; integrated page with existing site's branding and CMS
- Oversaw design and front-end development of mobile website for CableONE, and optimized existing desktop website with a responsive checkout process and product page redesign; achieved a 75% increase in CVR upon launch
- Supported CableONE through social media contests, email marketing, and digital media (SEM, display, re-targeting) segmented by goal- awareness, acquisition, cross-selling; worked with creative director on messaging strategy for each segment, facilitated client approvals, and trafficked assets to vendors

ACCOUNT COORDINATOR, EXECUTIVE | *Off Madison Ave*

05.2011 – 01.2013

- Held 90% client retention rate during time employed through proactive problem-solving and customer service; held strategy sessions to clearly outline marketing goals, weekly internal and client status meetings to monitor progress
- Managed and/or supported monthly billings; maintained ongoing snapshot of actuals vs. estimate using a variety of tools such as activity reports, and issued change orders to clients for work performed that was beyond initial scope
- Implemented new strategy for the Arizona Office of Tourism (AOT)'s national media campaign and increased CTR by over 100% through targeted assets (video, banner, rich media, mobile), messaging, and six unique landing pages; presented concepts, facilitated client feedback, trafficked ads via Mediaplex, and consolidated reporting
- Established campaign KPI's and worked with social media, SEO, PR, media, and email to discuss performance metrics monthly, develop recommended optimizations, and consolidated data into an integrated dashboard; divided *Arizona Highways'* monthly eNewsletter into three categories based on clearly defined patterns in users' engagement with specific content, increasing CTR by over 40% in two months
- Led tactical implementation of the branding and marketing strategies created for EVDI Medical Imaging after a series of stakeholder interviews, market research, and customer surveys/testing; updated look and feel of identity package, print and digital advertising assets, and new website which included new patient and doctor portals
- Drove 80% more conversions for Cox Media upon restructuring a B2B campaign aimed at small businesses; used industry verticals to segment SEM ad groups and developed landing pages with localized and industry-specific copy

NEW BUSINESS COORDINATOR

- Provided sales team with the tools and processes needed to close 50% more new business in one quarter; implemented new lead-scoring criteria, wrote and maintained content assets, and created formal process for finalizing proposals and presentation for submission
- Integrated growth pipeline into Salesforce for weekly reports on potential revenue, new leads, and any work in development for existing clients; met with account managers frequently to update status and close-out leads as needed
- Maintained agency's external marketing efforts through blog, webcasts, whitepapers, and internship programs