

Strategy + Tactics + Analysis = Your Success

Skills

Career History

Education



Your company needs a targeted, engaging web presence to compete in the market today.

Your Online Marketing Director needs to be agile, adaptive, analytical, creative, relationship-oriented and strategic in their approach to your online marketing plan.

Get The Expert You Need Now!

221 Addison Street, Clayton NJ 08312
856-981-0144 tracieclose@verizon.net

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Your brand is unique, so your marketing manager needs to be innovative, cutting edge, skilled and ready to learn new technologies.

Here are a few qualifiers to look for in your perfect Online Marketing Director:

How To Build Your Perfect Marketing Manager, One Year At A Time

- Affiliate Marketing
- Campaign Analysis
- CMS Management
- Content Management
- Copywriting
- Editorial Calendar
- Editing
- Email Marketing and best practices
- Google Analytics
- Hubspot
- Marketing Strategy and Execution
- Online PR
- Online Advertising
- Presentations
- Project and Staff Management
- Salesforce CRM
- SEO
- Social Media Marketing and Analysis

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Every path takes you and your customers to new and exciting places, even the ones you don't expect. When you learn to make everything you encounter a learning experience, everyone wins.

As your company has grown, you have learned from both the good experiences and the bad. You need an Online Marketing Director that can apply both business and life lessons that will relate to your target market's fears, needs and goals to ensure the best engagement and conversions with your online efforts.

Where Does a
Marketing
Manager Begin
To Shine?
Find Out NOW!

See what a sample of
such a path looks like
below.

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July 2012 – Present

Strategic Marketing Consultant

Square 2 Marketing

- Critical planning and creation of strategic inbound marketing plans in alignment with client business needs and goals.
- Development of effective client relationships, shifting from transactional project engagements to long-term client partnerships.
- Achievement of client satisfaction levels through ongoing interactions, contributing to the agency's overarching goal of delivering a truly remarkable client experience and its client retention objectives.
- Analytics analysis and adjustments to marketing strategy, as necessary for achievement of client profitability goals.
- Management of team members' time to ensure productivity goals.
- Development of new strategies, processes and procedures to enhance marketing, client retention and profitability results.

Notables

- Exceed quarterly performance-based bonuses quarter after quarter.
- Achieve 9.5 out of 10 on client scores, consistently.
- Introduced a new blog procedure within a client plan.
- Successfully build and maintain relationships between clients and internal team.
- Cross and/or upsell clients month over month.
- Successfully introduce a new client contract option that extended contracts that would have otherwise ended and allowed for more flexibility for client needs, while ensuring team time was properly budgeted and financed.

September 2011 – present

Online Marketing Manager

Smarter Agent, LLC

*Contract position

- Developed SEO strategy for all company websites to drive targeted traffic, including competition, keyword and target market analysis.
- Monitored and report on analytics for all websites.
- Managed graphics design team on brand building assets for events and print marketing efforts.
- Implemented and managed Marketing calendar of all marketing and advertising efforts for timeline and execution.
- Implemented, built and managed email marketing campaigns through multiple platforms based on marketing strategy and target segmentation.
- Planned and maintained Social Media presence and report on response rates.
- Developed and/or managed online content push through various mediums.
- Managed writing and creative staff, ensuring tone, keyword-usage and alignment of content with marketing strategies.
- Researched, planned and initiated all advertising buys and creative direction.

Notables

- Increased website traffic through online efforts 30%.
- Educated internal staff on the strategy behind and implementation of social media tactics.
- Built Facebook likes and engagement with Fans through consistent content shares and ads.
- Achieved targeted marketing goals, brand awareness and sales thru both traditional and online methods.

April 2009- January 2012

Principal/Owner

WriteMinded, LLC

- Owned and operated a Full-Service Web Marketing company specializing in Online Marketing, SEO and Metrics.
- B2C, B2B and e-commerce clients range between small to mid-size companies in various industries including healthcare, politics, technology, marketing, education, real estate, law and contracting.
- Developed strategic, online marketing plans and budget based on target market and client niche, adjusting to each client's specific goals and budgets.
- Research and analyzed Competition, Keywords and Target Markets to most effectively position each client's campaign.
- Executed and managed strategic marketing plans with assistance of staff including copywriters, graphic designers, virtual assistants and web developers.
- Oversaw and guided copywriting staff and web/graphic designers so creative efforts stayed on plan and achieved intended results.
- Managed administrative staff and workflow effectively to obtain individual plan strategic and profitability goals.

- Ongoing project management, reporting and assessment for all client accounts.
- Services offered include but not limited to graphic design, email marketing, copywriting, HTML and website maintenance, network building, content submissions, SEO.

Notables

- Built and maintained several client relationships for the duration of the company's existence.
- Doubled bottom line income three years in a row.
- Successfully expanded client contracts with cross-sell or upsell tactics.
- Expanded marketing service offerings from social media marketing to a full-service inbound marketing company within one year.

February 2005-November 2008

Director of Technical and Administrative Affairs

Abelson Legal Search

- Chair of Advertising and Web Marketing.
- Designed advertising assets print and digital.
- Developed, implement and maintain email marketing campaign.
- Designed new pages or layouts for website.
- Developed marketing materials print and digital.
- Laid Out and Designed Graphic design for promotional materials.
- Implemented and maintained web marketing program.
- Strategically Planned and Implemented SEO plan to drive up organic site rank and viable traffic.
- Developed and Designed Keyword-orient online classified ads written by staff to garner higher SEO.
- Monitored and analyzed SEO and marketing efforts.
- Managed and updated online content editorial calendar
- Reviewed and Managed company website content, layout & design to maintain organic rank position and conversion rate.
- Supervised writers for web content SEO viability and tone consistency.

Notables

- Achieved page 1 ranking for targeted keywords and phrases for the duration of tenure through both onsite and offsite efforts.
- Creation and Maintenance of Philadelphia's 1st Paralegal Blog <http://paralegalblogsite2.blogspot.com>
- Managed a successful redesign of the business website and SEO program.
- Drove leads through onsite and offsite SEO efforts.

April 1997 December 2001

Web and Print Marketing/Print Advertising/ Office Manager

TEB Contractors, LLC

- Accounts Payables and Accounts Receivables
- Implemented and maintained advertising campaigns

- Implemented and maintained company website
- Initiated Direct Mail Marketing program
- Marketing and Advertising Director

Notables

- Creation of one of the first contractor websites in the region.
- Drove consistent leads through print marketing efforts and outreach.

www.TracieClose.com

www.linkedin.com/in/writemindedllc



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At some point, your company was a thought, an idea yet to be recognized. The same goes for the career of your Online Marketing Director.

While career experience is a huge boon to the applicable skills level of any Online Marketing Director, it's how the story began that allows that experience to shine.

**Contact Tracie
Close Today to
Realize the True
Potential of Your
Online Brand!**

While working full-time and developing hands-on career skills, Tracie Close attended Rowan University, graduating in December of 2005 with a Bachelor of Arts in Communications, Writing Arts Specialization. Her GPA at graduation was 3.85.

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