

TRACIE M. CLOSE

Senior ROI-Driven Digital Marketer

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Skilled analytics-driven digital marketer with a consumer-and-ROI focused-ability to develop successful digital marketing campaigns across multiple channels to reach target markets with the message that differentiates your brand, engages them at the time of need and converts with targeted, active tactics.

PROFESSIONAL EXPERIENCE

Regional Digital Marketing Strategist—Mid-Atlantic Region

Thomson Reuters, FindLaw

February 2016–December 2017

Position Overview:

Direction and oversight of analytics to drive retention strategies for clients and acquisition and of prospects across the region.

Strategy Development, Tactical/Performance Oversight and Analysis to Improve Sales and Retention

Initiatives

- Utilize a multitude of analytics tools to develop/augment digital strategies and paid- tactic budgets for a region consisting of 1100+ client accounts based on existing product-options, the current digital and anticipated digital environment and business goals.
- SWOT analysis and goal/market definitions for client and prospects.
- Identify applicable existing or emerging channels to expand brand reach and engagement potential.
- Direct and oversee tactical implementation of technical, creative and administrative teams for 110 focus accounts – hands on work in the open-source CMS as needed.
- Analytics tracking and strategic augmentation for 110 high value law firms to exceed goals for ROI, performance and compliance.
- Event presenter for prospect meetings that resulted in product sales.
- Travel to client and prospect accounts as needed to support client retention, increase sales and improve client relationships.

Successes

- Exceeded client retention KPI for my focal 110 top tier clients for 2017 – retention of 83%.
- Region exceeded sales goals per quarter due to my influence with clients and the sales team.
- Won Best of the Bay for PPC sales nationwide.

Online Marketing Manager- Woodbury, NJ

EP Henry, Inc.

September 2013 – February 2016

Position Overview:

Develop multi-channel digital marketing strategies to drive business and refine targeting,

SKILLS

- Analytics Analysis and Assessment
- Business Process Review
- Channel Identification and Optimization
- Cloud Environments
- Competitive Analysis & Product Positioning
- Compliance Review
- Customer Centric & Client-Retention Focused
- Executive Negotiation
- Market Segmentation and Targeting
- Open Source Development Technology
- Presentation Development and Delivery
- SEM
- SEO
- Social Media Marketing and Advertising
- SWOT Analysis
- Team Management and Talent Assessment/Acquisition
- Web Server Management

TOOLS

- Adobe Omniture
- Adobe Site Catalyst
- Ahrefs
- Brightlocal
- Copyscape
- CRM
- DNS
- FTP
- GoDaddy Cloud Hosting
- Google Analytics
- Google's PageSpeed Insights
- Google Search Console
- Google Tag Manager
- Google Trends
- GT Metrix
- Hootsuite
- Hostmonster Cloud Hosting
- HTML/CSS
- Hubspot

reach and engagement potential for all EP Henry web properties.

Strategic Development and Implementation

Initiatives

- Consistent and ongoing analytics reporting and augmentation recommendations for all campaigns and platforms.
- Development and implementation of consumer-driven digital and content-marketing strategy.
- Maintain multiple cloud-based websites and integrated CRM system.
- Identification of effective channels for all marketing efforts.
- Digital direction and oversight of product distributor web properties and ecommerce efforts for EP Henry product lines.
- Direct staff/outside vendors for creation of tactics, content, design and creative.
- Integration of digital efforts to administrative and sales processes to improve conversion potential.
- Project management of traditional advertising and digital agency tactics to assure ROI, timelines and integration with digital strategies.

Successes

- Improved organic brand reach and traffic by 250% within 9 months, allowing \$18.9K in savings for correlative PPC campaign investments.
- Redevelopment of EPHenry.com and MAHTS.com to responsive, mobile-optimized compliancy.

Strategic Marketing Consultant- Greater Philadelphia, PA

WriteMinded, LLC

January 2009 – September 2013

Position Overview:

Sell and develop multi-channel digital marketing strategies to small and mid-sized businesses.

Client Digital Strategy Development, Implementation and Analysis

Initiatives

- Develop and sell digital strategies to B2C and B2B companies in multiple industries including healthcare, technology, education, real estate, law and contracting.
- Develop digital marketing strategies based on target market needs, client niche and business goals including cross-channel placement, messaging, tactical development and analytics tracking.
- Monthly analytics reporting and augmentation for all campaigns.
- Direction and oversight of development and design in a cloud-based hosting environment and client websites, as well as managing DNS, email and FTP access for vendors.
- Direction and oversight of tactics including copywriting, graphic design, email marketing, social media, paid search website maintenance and analytics reporting.
- Recruit and manage copywriting staff, web designers and SEO experts to build comprehensive marketing plans for clients.
- Manage creative and administrative staff and workflow effectively to obtain individual plan goals.

Successes

- ispiionage.com
- Marketo
- Moz Local
- Open Source
- Raventools
- Salesforce
- Screamingfrog
- SEO SiteCheckup
- SERPs Rank Checker
- Sitecore
- Siteliner
- Spyfu
- TestMySite.thinkwithgoogle.com
- Whitespark
- CMS: WordPress, Umbraco, Publisher, Magento, Publisher

HIGHLIGHTS

15-year proven digital marketing success and direction.

Surpassed client retention and sales goals for 2017. Regional Sales estimated at \$4.2 Million.

Google AdWords Certified

Google Best of the Bay Winner April 2017
for PPC sales nationwide

EDUCATION

Bachelor of Arts, 3.875 GPA

Rowan University, Glassboro, NJ

- Revenue growth 35% year over year
- 75% client retention rate.

Director of Technical and Administrative Affairs - Philadelphia, PA

Abelson Legal Search

February 2005 – November 2008

Position Overview:

Analyze, develop, implement and track digital marketing and content strategies.

Digital and Traditional Strategy Development, Implementation and Analysis

Initiatives

- Develop, implement and maintain digital marketing program including content marketing strategy, website, social media, paid search and online advertising.
- Implement SEO strategy to drive up organic site rank and viable traffic.
- Oversee online publication-based advertising via multiple sources.
- Design and write copy for advertising and marketing asset and campaigns for print and digital.
- Manage online content, writing staff and editorial calendar.
- Analytics reporting for all marketing efforts, digital and traditional.

Successes

- Increased brand reach, engagement and with B2B and B2C target markets.

Marketing Project Manager- Franklinville, NJ

TEB Contractors

April 1998 – March 2002

Position Overview:

Develop multi-channel marketing strategies to drive business and refine targeting, reach and engagement potential for TEB Contractors painting company.

Strategic Development and Implementation

Initiatives

- Local market research, competitive analysis and traditional/digital channel selection.
- Develop traditional and online marketing campaigns.
- Creation and implementation of creative for all tactics.
- Oversee vendor relations and campaign performance.
- Tracking of client acquisitions and respective sales to ensure ROI targets.

Successes

- Client and revenue growth, year over year, of 25%.
- Improved ROI of marketing investments across client base average of 35% per year.