GISELLE BLANCO

Digital Marketing Manager

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📍 Cranford, NJ
in **LinkedIn**

EDUCATION

Bachelor of Science
Marketing

University of Pittsburgh

📅 2010 - 2014
📍 Pittsburgh, PA

SKILLS

- Optimization (A/B testing, segmentation)
- CRM (Salesforce, Zoho, HubSpot, Pipedrive)
- Web Analytics (Google Analytics, Amplitude, Appsflyer)
- Paid Ads (Facebook, Adroll, AdWords)
- Social media (Facebook, Twitter, Instagram, LinkedIn)
- Email marketing (Mailchimp, Salesforce Marketing Cloud)

CAREER OBJECTIVE

Diligent and innovative digital marketer with a proven record of optimizing marketing strategies through the extensive use of A/B testing and analytics. Seeking a career-advancing role as a digital marketing manager with Barnes & Noble to reach book lovers across the US.

WORK EXPERIENCE

Digital Marketing Coordinator

Verve Label Group

📅 2018 - current   📍 New York, NY

- Led 9 marketing strategies creating data-driven campaigns across multiple channels (social, mobile, email, SMS), analyzing (Appsflyer) and evaluating new customer engagement, retention, and velocity
- Spearheaded 5 projects 6% under budget, which resulted in an average 9% increase in annual revenues and 433% ROI
- Developed and instituted 7 KPIs across platforms, enhancing customer targeting across all segments, which led to a 4% increase in new customers and 7% increase in retained customers
- Partnered with product owners to leverage A/B and multivariate testing to improve conversion rates by 11% and new customer identification by 17%
- Supervised 6 marketers and researchers to build and launch 64 campaigns that generated $50M+ in revenue

Digital Marketing Associate

HumanEdge

📅 2015 - 2018   📍 New York, NY

- Created and implemented 15 channel marketing programs for social media, email, and mobile, optimizing SEM and increasing PPC revenues by an average of 6%
- Leveraged analytical tools (Amplitude) to assess email data (Sailthru), ad serving tools (Adroll), and websites to increase click-through rates by 9% and viewing times by 23 seconds
- Completed 30 marketing-related projects with an average ROI of 710%, 22% under budget, and 5% early delivery
- Generated 340+ marketing materials for online and traditional advertising campaigns

Social Media Marketing Intern

HelloFresh

📅 2014 - 2015   📍 New York, NY

- Collaborated with IT to implement email services (Salesforce Marketing Cloud) and marketing automation platforms (HubSpot), improving productivity by 22%
- Analyzed results for 2 email and 3 online (Facebook) marketing campaigns using Google Analytics
- Supported marketing creators in development of 12 online campaigns for Facebook, Instagram, and Twitter