

Brand & Advertising Strategy & Analytics

engagement behaviors for the past

- UNDERScore MARKETING:** Digital Advertising Strategy & Analytics (PPC, SEO, Analytics) (clients: Pharma, Health, New Business)
- FKQ ADVERTISING:** Digital Advertising Strategy & Analytics (PPC, Analytics) (clients: Health, Food, eCommerce, Travel)
- YAMAHA CORP (M/I & A/M):** Digital Advertising Strategy & Analytics (PPC, Analytics)
- RFP MD:** Digital Marketing Strategist (SEO, PPC, UX, Web Development, Analytics)
- MICHAEL PALASCAK COMEDY:** Marketing Strategist (SEO, PPC, UX, Web Development, Graphic Design, Copywriting, Social Media, Merchandising, Branding)
- CLOSERLOOK, INC:** Digital Analyst (SEO, PPC, Email Marketing, Analytics) (clients: Tech, B2B, Agency, eCommerce, Retail, Health)
- EUROMONITOR, INTERNATIONAL:** Digital Analyst (SEO)
- UNITED AIRLINES:** Digital Search Marketing Strategist (SEO, CMS)
- SYMMETRI MARKETING:** Digital Marketing Manager (SEO, PPC, Analytics) (clients: Tech, Software, Law, eCommerce, Retail)
- THE SECOND CITY, CHICAGO:** Marketing Associate (SEO, PPC, Email Marketing, Asset Management)
- DATALOGICS:** Software Tester (e-Book software)
- TWOFOUR:** New Business Development Consultant (PPC) (clients: Medical Schools)

CONSULTING

CHICAGO, IL & LOS ANGELES, CA | 2012-PRESENT

Senior Digital Strategic Analyst

Analyzed shopping, buying & engagement behaviors of target consumers to develop digital strategies for Jenn-Air, KitchenAid, Maytag & Whirlpool kitchen appliances.

top successes

- Final round of internal strategic planning pitch/big idea competition for KitchenAid.
- Created process documentation for client & vendor billing & finance process, earning internal billing award.
- Trained new team analyst on SEM & assisted in leading & managing SEM team.
- Presented consumer trends, campaign reports & SEM strategies to integrated advertising team & clients.

Digital Strategic Analyst

Managed SEM campaigns, developed client-facing reports & insights, created keyword lists & wrote ad copy for Virgin Mobile, Boost Mobile, Assurance Wireless & Bare Escentuals.

top successes

- Assisted with digital strategy for Tabasco & Sam's Club new business pitches.
- Developed & managed American Express SEM campaign & worked with integrated team to develop brand strategy.
- Served as "Search Guru" for GroupM Search University Training Program & tracked Mindshare's nationwide progress.

Executive Assistant to C.E.O.

- Assisted C.E.O. in all duties, served on internet marketing team & organized company events.
- Initiated relationship with local media contacts & conducted research for local media buying opportunities.
- Managed website blog, SEO & social media efforts & agency relationships.

Social Media & Community Relations Coordinator

- Developed & managed corporate community relations strategy & execution.
 - {Researched & established relationship with local charities, wrote CEO speeches, designed collateral, coordinated media placement, recruited & organized volunteers, aligned efforts with social strategy.}
- Developed integrated Social Media Strategy & executed Social Media efforts.
- Created global core values campaign.
- Implemented communications & brand strategy & grew member database to exceed team goals for taste test program.

Student Body President

- Restructured student government for increased alignment with administration & better student representation.
- Established BILLIKEN TRADITIONS, Environmental Sustainability Task Force & Pre-Annual Budget Review Annual Town Hall.
- Represented 11,000 students to Board of Trustees & University Administration, helping allocate university annual budget.
- Led team of 50+ Senators & 5 Vice Presidents in weekly meetings & in executing Howard Administration platform goals.
- Created SGA's social presence on Twitter & Facebook and integrated SGA site with SLU.edu and SLUConnection.
- Internships:
 - FitChix Direct, Marketing Analyst
 - Howard & O'Brien Associates, Marketing Analyst
 - Cogno Products, Content Creator & Marketing Analyst
 - Department of Student Housing & Student Development, Project Coordinator

DIGITAS

CHICAGO, IL | 2012

MINDSHARE

SAINT LOUIS, MO | 2011 - 2012

COOPERATIVE HOME CARE

SAINT LOUIS, MO | 2010 - 2011

SOLAE, LLC

SAINT LOUIS, MO | 2010

SAINT LOUIS UNIVERSITY

SAINT LOUIS, MO | 2008 - 2009

Saint Louis University
Marketing, Political Science, Theology & Urban Social Analysis

CERTIFICATIONS

- Google Analytics
- Google Webmaster Tools
- Google AdWords
- Google Agency Edge
- BingAds
- GroupM Search University
- The Second City, Chicago
- The Annoyance Theater, Chicago
- iO, Chicago
- The Groundings Theater, Los Angeles
- Improvisation, Satire, Sketch & Character Comedy

experience & successes

education & training