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Lifecycle Marketing ◦ Marketing Operations ◦ Data Analytics

AREAS OF EXPERTISE

Marketing Automation	Marketing Analytics
Multi-Channel Marketing	Market Research
Lead Generation & Nurture	Strategic Planning
Onboarding & Engagement	Creative Direction
Copywriting & Editing	Budget Management

FOCUS:

Marketing Strategy
Communications
Project Management
Community Creation
Data Analytics

PROFESSIONAL EXPERIENCE

Senior Manager, Membership & Community Engagement

ANDREW HARPER, AN INTERNOVA COMPANY | REMOTE | MARCH 2019 - PRESENT

Membership and marketing director for publisher in luxury sphere; responsible for all membership engagement, retention, winback, and advocacy. Recent projects include:

- Owned data analysis, consolidation, and business reporting, providing actionable insights for informed decision-making and strategic planning; rebuilt database and reconfigured marketing stack; increased monthly revenue 275%, increase average order value 374%.
- Conceptualized, executed, and managed renewal strategy, assets, and multi-channel streams; increased renewal rate 33% for entire membership and 26% for key segment; achieved highest renewal rate (July 2019) in company history.
- Innovated and implemented member on-boarding strategy, assets, and multi-channel streams; increased new member engagement by 13%, new member renewal by 21%, and new member retention by 5%; decreased print costs by 13%.
- Developed and deployed membership engagement strategies, including newsletters, surveys, and other feedback mechanisms; increased per-member revenue by 30%.
- Managed five direct reports, including customer service representatives and managers.

Marketing Consultant & Content Creator

SEJORDANPICKETT.COM | REMOTE | JUNE 2015 - JUNE 2020

Freelance marketing consultant and content creator, with emphasis on scalable strategy and collaborative processes; clients include international professional organizations, local businesses, and arts/media promotion. Recent projects include:

- Managed implementation and integration of Marketo for all membership programs and data.
- Revamped and streamlined all membership communication streams, including lead generation, nurture, onboarding, engagement, and retention. Leveraged marketing automation and CRM tools to create targeted segments, dynamic content, and tokens for enhanced personalization, resulting in improved lead/member interactions and satisfaction.
- Designed and created engagement metrics to understand opportunities and challenges more readily; provided weekly and monthly analytics reports on membership acquisition and loss, engagement, prospect movement and opportunities, and campaign performance.

Membership and Marketing Manager

AMERICAN BAR ASSOCIATION | CHICAGO, IL | NOVEMBER 2017 - JUNE 2018

Membership and marketing director for the Section of Litigation, the largest specialty group in the Association; responsible for all membership recruitment, engagement, and retention initiatives, as well as non-dues revenue promotional programs:

- Implemented and refined strategic membership plans; increased acquisition of newly admitted lawyers by 199% and of key segments by 76%; decreased drops by 14%, including a 31% decline in Section-only drops.
- Developed and deployed marketing initiatives and advertising creative for Section membership, on-site meetings, and non-dues revenue products; increased email open rates by 13.2%, click-through rates by 6.7%, and redemptions by 3.1%.
- Created processes and tools to improve staff output, including creative review process, campaign tracker, discount code tracker, and style guide; implemented campaign calendar to decrease email unsubscribes by 16.1%.
- Designed social media influencer program to teach Section leaders how to effectively use social media to attract and engage members.
- Managed four direct reports and a budget of \$105K.

Membership Specialist

AMERICAN BAR ASSOCIATION | CHICAGO, IL | AUGUST 2015 - NOVEMBER 2017

Chief marketer of recruitment and retention for specialty group memberships within the Association; liaison between specialty groups, Association leaders, and other key stakeholders:

- Managed continual, concurrent, and targeted recruitment and retention campaigns for 35 ABA specialty member groups; responsible for acquisition, nurture, and drop-prevention of over 400,000 specialty memberships.
- Designed, developed, and deployed multi-channel marketing programs; increased total specialty group memberships by 7.4%, despite 3.4% decline in general membership.
- Collaborated with specialty group marketing teams on overall recruitment strategy; increased entity-only acquisitions by 32.8%, rebounding from three consecutive years of entity-only declines.
- Piloted Eloqua for Association-wide adoption; managed data integration, template creation, and flow logic.
- Strategized and implemented new member on-boarding sequence to ensure member engagement and retention
- Led monthly Association meetings to share company goals and to teach membership and marketing best practices.

Marketing Representative II

CITY COLLEGES OF CHICAGO | CHICAGO, IL | NOVEMBER 2014 - AUGUST 2015

Media planner and buyer for the entire City Colleges of Chicago district that includes seven colleges and six satellite locations:

- Designed, developed, and deployed marketing strategies and plans across advertising channels; wrote copy and directed creative for all channels and platforms – television, radio, out of home, newspaper, direct mail, print, email, web, social media, and event – and managed external contributions; developed RFPs, insertion orders, and results reports; edited documents and presentations for legislative, governmental, community organizations, and prospective student audiences.
- Managed and maintained budget of \$1M, adhering to all institutional and governmental protocols; managed contracts.
- Project managed marketing initiatives for entire district and individual departments; implemented productivity tools and systems to maximize efficiency and effectiveness.

Owner Services Coordinator

THE MERC CO-OP | LAWRENCE, KS | MARCH 2012 - NOVEMBER 2014

Membership marketing director for natural and organics consumer-owner co-op that specializes in local foods:

- Increased co-op new ownership by 9% through rebranding program—including marketing strategy, loyalty program, orientation program, and marketing materials/content.
- Developed and executed original marketing campaigns; created original content for all marketing channels – publications, website, traditional media, social media, direct mail, email, special events, and in-store promotions.
- Increased active co-op owner participation by 10%; expanded publication and e-news subscriptions by 15%; increased special event attendance by 7%, while decreasing expenditures by 5%.
- Developed metrics to forecast return on investment more precisely and created analytics standards to provide more complete understanding of current state of business.

EDUCATION

UNIVERSITY OF KANSAS | LAWRENCE, KS | AUGUST 2004 - JULY 2007

- **Master of Arts:** English Literature & Critical Theory

UNIVERSITY OF KANSAS | LAWRENCE, KS | AUGUST 2000 - MAY 2004

- **Bachelor of Arts:** English, Honors
- **Bachelor of Arts:** History, Honors

TECHNOLOGY AND STYLE PROFICIENCIES

Email: Eloqua, Hubspot (Champion User), Maestro, Marketo, My Emma, MailChimp, SilverPop

Customer Relationship: Piano, Personify, netForum

Data: Excel, SQL, Tableau

Analytics: Google Analytics, Social Media Insights, Data Analyzer, Crystal Reports

Content Management: Adobe AEM, PyroCMS, Weebly, WordPress

Social Media: HootSuite, Sprout Social; Facebook, Instagram, LinkedIn, Pinterest, Twitter, Yelp, YouTube

Web: HTML, CSS, SEO/SEM, AdWords, Bitly, Jotform

Design: Sketch, Canva; Abode Illustrator, InDesign, Photoshop

Engagement: Qualtrics, Survey Monkey, VoteNet

Styles Guides: AP, APA, Chicago, MLA

Microsoft Office Suite: Word, Excel, Outlook, PowerPoint, Publisher, OneNote

Project Management: Asana, BaseCamp, Evernote, IFTTT, Podio

Audio, Video Production