

MARKETING CAMPAIGN MANAGER

Marketing professional with experience leading integrated campaigns, developing audience-focused messaging, managing CRM and automation systems, and coordinating complex projects from strategy through execution. Combines strong content development and copywriting skills with hands-on HubSpot expertise, performance analysis, audience segmentation, lifecycle marketing, and cross-functional leadership. Proven ability to translate business goals into clear campaigns, scalable processes, and customer experiences that improve engagement, support sales, and contribute to measurable revenue growth.

WORK EXPERIENCE

[Project Coordinator](#) | ONEFIRE Media | (Remote) Peoria, IL | Aug 2023 – Present

- **Integrated Campaign Strategy:** Planned and executed B2B demand generation campaigns across email, content, webinars, automation, and sales outreach, including a cold-prospect campaign that generated approximately \$164,000 in annual recurring revenue and a 13x return in its first year.
- **Messaging & Website Copy:** Rebuilt the website messaging and copy for an MSP client whose existing content relied heavily on SEO keywords, creating a clearer narrative around the target audience, business challenges, desired outcomes, service value, and next steps.
- **Email & Lifecycle Marketing:** Built and optimized HubSpot email, nurture, and lifecycle campaigns using segmentation, personalization, automation, quality assurance, and A/B testing, driving a 46% increase in replies, 25% lift in clicks, and 27% improvement in click-through rate.
- **Website & CRM Integration Leadership:** Led a complete website redesign from discovery through launch, coordinating the client, design, and development teams while overseeing timelines, approvals, content development, and a Salesforce integration that eliminated manual lead entry and accelerated sales follow-up.
- **Revenue-Focused Campaign Execution:** Supported multichannel campaigns and account-based marketing programs that contributed more than \$500,000 in annual recurring revenue, including individual initiatives that generated approximately \$160,000 and \$150,000 in new business.
- **Marketing Analytics & Optimization:** Analyzed campaign, website, CRM, and pipeline performance to build reports and dashboards, identify gaps in the customer journey, and translate findings into recommendations for improving engagement, attribution, lead flow, and revenue performance.
- **Cross-Functional Project Leadership:** Managed scope, priorities, timelines, deliverables, and stakeholder communication across concurrent content, campaign, webinar, website, CRM, and automation projects in a fast-paced remote agency environment.

[Social Media Manager](#) | That's So Sweet Bakery | East Peoria, IL | Feb 2017 - Jul 2020

- **Social Media Strategy & Growth:** Planned and executed organic social media programs aligned with brand and promotional goals, increasing the bakery's audience by 30% through consistent publishing and audience-focused messaging.
- **Content Development & Brand Visibility:** Created and published ongoing social content that strengthened brand visibility, promoted products and events, and maintained consistent engagement with the local audience.
- **Performance Analysis & Optimization:** Monitored engagement trends and tested content formats, messaging, and promotional approaches to continuously improve social media performance.

[Freelance Copywriter](#) | Self-Employed | Peoria, IL | Aug 2015 – Oct 2016

- **Conversion-Focused Copywriting:** Created website, email, and social media copy that made complex products and services easier to understand while guiding audiences toward clear next steps.
- **Audience-Centered Messaging:** Wrote and refined digital content based on audience needs, campaign goals, and brand guidelines, creating more consistent messaging across customer touchpoints.
- **Client Collaboration & Positioning:** Worked directly with small-business clients to translate business objectives into customer-focused messaging, stronger calls to action, and clearer website experiences.

[Marketing Operations](#) | American Red Cross | Peoria, IL | Sep 2013 – Feb 2017

- **Campaign Reporting & Optimization:** Analyzed performance across large-scale, multichannel donor outreach programs and translated findings into operational improvements that increased engagement and donor experience metrics by more than 10%.
- **Marketing Data & Audience Segmentation:** Managed data integrity and audience segmentation across high-volume donor databases, maintaining more than 99% accuracy and supporting more reliable targeting, reporting, and campaign execution.
- **Workflow & Process Improvement:** Evaluated and improved campaign intake and online donor application workflows, reducing processing delays by 25% and enabling more consistent, timely follow-up with prospective donors.

Owner Operator & Driver | Tim J Trucking | United States | Mar 2018 – Aug 2023

- **Business Operations & Execution:** Managed all aspects of a small transportation business, including scheduling, routing, client communication, financial decisions, and service delivery, achieving more than 99% on-time performance and zero-damage service.
- **Process & Cost Optimization:** Improved daily workflows and resource allocation to reduce operating costs by 15% while maintaining reliable, high-quality service.
- **Client & Partner Coordination:** Collaborated with clients, dispatchers, and business partners to manage timelines, resolve issues, and adapt to changing priorities, supporting repeat business and strong customer satisfaction.

CAREER HIGHLIGHTS

B2B Demand Generation Campaign | 13x ROI

Developed and executed a multichannel prospecting campaign combining industry-specific messaging, personalized HubSpot email sequences, automation, sales outreach, and performance reporting. The campaign generated approximately \$164,000 in annual recurring revenue from a \$12,000 investment, delivering a 13x return in its first year.

Website Redesign & Salesforce Integration

Led a complete website redesign for a commercial transportation client whose outdated site no longer reflected its services or supported its sales process. Managed timelines, client communication, content development, approvals, design and development coordination, and a direct Salesforce integration that eliminated manual lead entry and enabled faster sales follow-up.

TOOLS & TECHNICAL SKILLS

Advanced / Daily Use: **HubSpot** | **Google Analytics** | **WordPress** | **Basecamp** | **Google Workspace** | **Microsoft Suite** | **Slack**

Riverside | **ChatGpt**

Working Knowledge: Photoshop | Canva | Airtable | SemRush | HTML | CSS

Foundational Familiarity: Salesforce | Adobe Illustrator | Adobe InDesign | Miro

EDUCATION & TRAINING

Western Governors University | Newnan, GA | Apr 2024

Master's of Science in Marketing; Marketing Analytics Specialization

Certifications:

- HubSpot: Inbound, Sales Hub, Marketing Hub, Reporting
- Google Professional Certification: E-commerce & Digital Marketing
- Google SkillShop: Google Analytics 4
- Scrum Alliance: Certified Scrum Master