

LATESHA L. NEELY

PROFILE SUMMARY

Highly qualified and innovative digital marketing professional armed with broad B2B and B2C marketing experience, encompassing strategic planning, digital marketing, qualitative and quantitative research, interactive marketing, creative development, media planning & buying, marketing automation, marketing management, public relations, and sales promotion, with the ability and skill to provide creative, innovative enthusiastic and forward-thinking leadership in a team environment.

HIGHLIGHTS

- Strategic Marketing
- Digital Marketing
- Marketing Automation
- Public & Media Relations
- Search Engine Optimization
- Graphic Design
- Communication and Presentation Skills
- Email Marketing
- Social Media Marketing
- Customer Relationship Management
- Report and Analysis
- Budgeting & Allocation
- Team Building & Leadership
- Vendor & Client Communication
- Product Marketing

EDUCATION

American International University (2013)

Bachelor of Fine Arts degree in Visual Communication & Graphic Design

WORK EXPERIENCE

STEALTHBITS TECHNOLOGIES |

2018

Director of Marketing

Key Responsibilities and Achievements:

- Drove the development and implementation of product marketing strategies that resulted in improved efficiency and accelerated public awareness
- Identified areas of improvement in marketing strategies to establish actionable insights for the improvement of business profits
- Saddled with the creation of multi-touch, multi-channel campaigns that use a mix of digital and in-person touches to build relationships with personas throughout the buyer's journey
- Identified key marketing opportunities with industry experts
- Analyzed campaign performance data in Pardot, Facebook, and Google Analytics and created strategies for improving brand recognition and increasing MQL and SQL
- Directed and managed all marketing activities for go-to-markets. Instrumental in campaign planning, copywriting, blogging, marketing strategies, partnerships, and product announcements for both go-to-markets

ESGI SOFTWARE |

March 2017- February 2018

Digital Marketing Manager

Key Responsibilities:

- Drove the development and execution of new customer acquisition, lead generation, and customer engagement (CRM) marketing campaigns supporting ESGI's selling channels
- Creatively designed and executed digital marketing campaigns
- Ensured that digital marketing strategies were aligned with corporate goals by analyzing Google Analytics, Facebook ad reports and adjusting email, web, and ad copy accordingly

Important Milestones:

- Successfully ran lead generation campaigns that have the potential for \$178K in profit when trials convert to subscriptions
- Created and managed email marketing campaigns while maintaining an average open rate of 27.2% and click through rate of 3.4%

BCD TRAVEL |

February 2016- March 2017

Marketing Manager, Executive Presentations

Key Responsibilities and Achievements:

- Produced creative concepts and content to be used for effective presentations and global marketing
- Set the scope, implementation, management & review of marketing campaigns
- Monitored & reported to senior managers on the effectiveness of presentations

References are available upon request

GENERAL GROWTH PROPERTIES |

January 2015- December 2015

Field Marketing Manager**Key Responsibilities and Achievements:**

- Demonstrated digital marketing innovation to major international retailers, drove shopper traffic and sales and developed a successful content strategy
- Targeted key shopper demographics through market research and competitive analysis and marketed to them on social media using Adobe Social and Google ad placements to manage campaigns
- Strategically planned and executed in-house marketing and community events including fashion shows, appreciation nights, festivals, holiday shopping and retailer focused trend events
- Managed live customer feedback via social media using the social media listening tool Spark
- Managed \$1M marketing budget covering 4 separate retail properties which include Cumberland Mall, Perimeter Mall, North Point Mall, and the Shoppes at River Crossing with an allowed variation of +/- 2%
- Reported on spending, ROI and shopper traffic patterns

PINDROP SECURITY |

November 2013- January 2015

Marketing Coordinator**Important Milestones:**

- Created a data-driven content strategy based on market research, Google Analytics trends, Nielsen reports and competitive analysis reports
- Initiated and implemented a successful email marketing automation program using Marketo and syncing it with Salesforce
- Designed a cohesive communication program that increased lead insights and expanded the reach of the sales team through nurturing campaigns
- Utilized Marketo landing pages, A/B testing, custom email nurture campaigns for web personalization and targeted email marketing campaigns

CONNECTIVITY WIRELESS SOLUTIONS |

July 2012- September 2013

Marketing Coordinator**Important Milestones:**

- Developed and launched an integrated, multi-channel print, and digital marketing plans that helped propel sales by \$15 million
- Redesigned website which led to improved communication flow, increased web traffic, spike in web page view duration and pages per visit as evidenced in Google Analytics reports
- Developed an effective SEO and SEM lead generation strategy including adding keywords, building backlinks and creating targeted landing pages which resulted in always ranking in the top 3 in Google searches for top industry keywords for each vertical market
- Implemented a social media marketing and public relations program including planning a marketing communication calendar to coincide with corporate events, press releases, and industry news. Gained a 500% increase in social media followers per month and a 50% increase in new leads

DOW NETWORKS |

December 2010- May 2012

Global Customer Service Manager**Key Responsibilities and Achievements:**

- Pioneered an international customer service department across Costa Rica, Jamaica, South Africa and the US; hired staff members.
- Designed and implemented processes to enhance sales productivity through CRM tools, and targeted education
- Maintained in-depth project plans including detailed Excel workbooks with continually updated task lists, contact lists, deadlines, and budgets

MOTS ORGANIZATION |

October 2005 – November 2010

Senior Marketing Manager**Key Responsibilities and Achievements:**

- Created a go-to-market plan, and built partner relationships in the community to grow 4 separate companies
- Defined a product pricing strategy
- Hired, trained and managed a marketing department staff of 5
- Collaborated with creative agencies to provide art direction
- Developed SWOT methodologies, and response to competitive landscape
- Consulted with clients to gain understanding of retail marketing needs, designed a marketing plan for their events and services, and presented the plan to customers for approval
- Championed marketing programs and general business solutions resulting in increased customer traffic and sales

References are available upon request