

# AMANDA DAVIDSON



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## summary

Dexterous digital marketing unicorn with meticulous attention to detail. Loves marketing for the fusion of creativity and math. Passionately turns data insights into strategy.

## certifications

### ADV. GOOGLE ANALYTICS

GOOGLE (AUG 2021)

## tech skills

Tableau, Salesforce, Marketo, Pardot, Eloqua, SeventhSense, SFMC, Monday.com, Workfront, Percolate, HTML, & Adobe Creative Suite.

CONSUMER ENGAGEMENT

MARKETING STRATEGY

MARKETING OPERATIONS

GRAPHIC DESIGN

DATA ANALYSIS

PROJECT MANAGEMENT

SALES ENABLEMENT

## interests

🔍 PLANTS,

CALLIGRAPHY,

DOGS,

TAYLOR SWIFT,

& LAUGHING AT MY OWN JOKES

## education

### BACHELORS IN ART

UNIVERSITY OF MARYLAND

AUG 2010 - MAY 2014

## experience

### WALDEN UNIVERSITY

#### MARKETING MANAGER, CONSUMER ENGAGEMENT

04/2020 – PRESENT

- Grew database by 15% YoY, reactivated over 21K closed leads, and increased reinquiry rates by 20%.
- Develop strategic initiatives and drive go-to-market execution to support consumer engagement, conversion, retention, and reactivation.
- Define channel KPIs to measure roadmap success and forecast performance to inform accurate planning.
- Analyze user data, feedback, and funnel benchmarking to identify and present new campaign, content, and testing opportunities.
- Train and enable team on successful strategy and campaign launches.

#### SENIOR MARKETING SPECIALIST 08/2018 – 03/2020

##### CROSS-DEPARTMENT EXCELLENCE AWARD, Q1 2020

- Improved engagement by 125%, appointment requests by 200%, and conversion by 47% with automated processes.
- Implemented standardized reporting dashboards for tracking and presenting current performance and future initiatives to executives.
- Initiated and lead intake, project management, and content calendar to plan, track, and audit multi-channel projects and campaigns.

### STANLEY BLACK & DECKER

#### EMAIL MARKETING STRATEGIST 07/2017 – 07/2018

- Launched new customer journeys that resulted in a 3.8% conversion, and improved engagement rates by 200%.
- Led and executed campaigns for 5 global brands to support brand recognition, product launches, user acquisition, and engagement.
- Analyzed and interpreted data to improve existing and new campaigns.
- Wrote promotional copy for marketing emails and landing pages.

### CISION (PREVIOUSLY VOCUS)

#### MARKETING AUTOMATION COORDINATOR & DESIGNER

10/2014 – 06/2017

- Reactivated old leads at 174% higher engagement than active prospects.
- Developed and managed branding alignment of global email templates.
- Managed all email marketing campaigns from concept to client-facing.
- Oversaw global marketing and sales operations as Marketo Power User.
- Created vector graphic sets for content, webinar and event campaigns.

#### CONTENT MARKETING INTERN 02/2014 – 09/2014

#### MEDIA RESEARCHER 09/2011 – 02/2014