

Melissa Ernst

MARKETING EXECUTIVE | CAMPAIGN DEVELOPMENT | DIGITAL MARKETING

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EXECUTIVE SUMMARY

Empathetic, metrics-driven, and customer-obsessed Digital Marketing Executive and influential leader who visions big ideas honed by **24 years** of experience in lead generation, digital marketing, campaign planning, brand design, and product launches in education, consumer, medical, and technology verticals. Develops systems, structure, process improvement, and instills a DDDM culture by benchmarking, formulating KPIs, and tracking metrics that improves traffic growth by **25%**. Trusted business partner who passionately collaborates with Sales, Product Management, Marketing, clients, and agencies. Brings **17+ years** of people leadership who develops talent and positions in-house resources to be efficient, inspired, and empowered.

KEY ACCOMPLISHMENTS

- Rescued failing PPC program by restructuring current program goals, diversifying keyword buys across multiple campaigns with corresponding lead-capture landing pages, and expanding into niche campaigns designed for low ad spends with incremental leads captured over time. **Results:** Increased MOM lead counts by **20%** while keeping CPL at minimum.
- Developed brand identity, marketing strategy, formed agency and Product leadership partnerships, held consumer insight research panels, developed standards-based product bundles, launched trial programs, and directed UX design for PAVO—FLINN's new, all-in-one digital science platform. **Results:** PAVO won the 2021 Edvocate awards, Tech & Learning Awards of Excellence 2021, and T.H.E. Journal's 2021 New Product Awards achieved a **20% increase** in YOY sales for lab bundles.
- In 2018, partnered with NASCAR driver Bubba Wallace in a multi-channel campaign to increase brand awareness. As Partnered with the Sr. Director of PR to develop a comprehensive content plan including photography and videos, seasonal partnership opportunities and the online and retail VIP sweepstakes. **Results:** Captured **16K new email addresses** for our database and showed **10% YOY growth** on social media. One video, Trucker Talk, had over **100K views** on Twitter alone.

CORE COMPETENCIES

- Marketing Strategy
- Revenue Growth Strategy
- CRM Integration
- SEO Optimization
- Content Creation
- People Leadership
- Vendor Relationships
- Demand Generation
- Process Improvement
- Revenue Growth Marketing
- Messaging & Positioning
- Digital Analytics Reporting
- GTM Strategy Development
- Budget Planning & Reporting
- Digital Design & Development
- B2B & D2C Campaign Development
- Roadmap & Timeline Development
- Metrics-Based Campaign Development
- Digital Traffic Forecasting & Budgeting
- Metrics Tracking & Dashboard Development
- CRM & MarTech Automation Implementation

TECHNICAL PROFICIENCIES

CRM: Hubspot, Salesforce

Website UX/UI: A+ Amazon Content, Wordpress, Craft, Drupal, Contentful

Project Management: Wrike, Asana, Basecamp, Smartsheet

Creative: Adobe InDesign, Photoshop, Illustrator, Canva, Stripo, Unbounce

Business Software: Dropbox, Microsoft Office Word, Excel, PowerPoint, Outlook, SharePoint

Digital Marketing: Pardot, Hubspot, Facebook Ad Manager, NetResults, SEMRush, Google Analytics, Sprout

PROFESSIONAL EXPERIENCE

ASCD + ISTE

Sr. Marketing Director, Digital Marketing

Dec. 2022 – Present

- Led acquisition program for ASCD Annual Conference 2023, surpassing paid registration goal **by 126%** and achieving a **4,000%+ ROI** on paid digital spend (1359 conversions at \$13.35 CPC; average registration cost \$630). Crafted phased multi-channel marketing campaign (web UX/content, PPC, cold email, HubSpot email, print, sales collateral). Leveraged data-driven approach to optimize messaging and channels, resulting in exceptional ROI.

- Drove comprehensive digital campaigns through channels such as email, paid media (SEM, paid social), social media, and content marketing. Championed email marketing strategies, including marketing automation and nurture campaigns, to maximize audience engagement and conversions for two influential education non-profit organizations. Collaborate closely with the B2B Marketing Team to craft lead generation campaign strategies, define objectives and metrics, and establish best practices to capture marketing-qualified leads (MQLs) and bolster our sales pipeline.
- Directed improvements to the customer experience (CX) strategy, delivering an impactful buyer journey for web visitors. Established key performance indicators (KPIs) and targets across the entire funnel, resulting in **191%+ YoY growth** in online transactions and **increased revenue at 240%+ YoY**.

MedPro Disposal

Mar. 2022 – Dec. 2022

Marketing Director

- Developed B2B marketing calendars, budgeting, roadmaps, brand management, and messaging focused on lead generation, demand generation, pipeline growth, and closed-won sales for the multi-million-dollar healthcare brand.
- Hired and led a cross-functional marketing team to execute nationwide, multi-channel outbound and inbound marketing campaigns for clients using DDDM strategy and reporting in close partnership with Product and Sales leadership.
- Partnered with in-house marketers, Inside Sales, and digital agency to revamp PPC campaigns and ad spend—leading to **20% MOM growth** in channel since implementation.
- Hired and directed a data analyst to organize data across Salesforce, Pardot, and Unbounce into SmartSheet with dashboard view capabilities and to enhance forecast to plan tracking on daily, weekly, and monthly cadences.

FLINN SCIENTIFIC

Mar. 2019 - Mar. 2022

Director, Content and Digital Marketing

- Developed the 2019 “Higher Education Marketing Strategy”—increasing **17% YOY** sales in the market vertical.
- Led retention and re-engagement strategy using wildly compelling marketing campaigns along with developing and measuring success against KPIs across multiple brands and product lines.
- Partnered with Sales, Digital Marketing, SEO, and Marketing Analytics Teams to revamp measurement, dashboards, and reporting to enhance KPI tracking, traffic forecasting and budgeting—resulting in **25% YOY** traffic and revenue growth.
- Developed, directed, and owned the 360 strategic direction for SEM, SEO, Email, Display, and Social Campaigns, campaigns messaging and positioning for lab supplies and digital education platform solutions—aimed at optimizing market share.

Cedar Electronics

Jun. 2017 - Aug. 2018

Director, Creative Content and Channel Marketing

- Directed Channel Marketing and Creative Services Teams to develop highly innovative, strategic campaigns, and new product launches for new and existing consumer electronic product lines across 5 market channels.
- Leveraged Google Analytics and Salesforce to develop actionable insights to support strategic messaging and positioning development, execute campaigns, and optimize programs that supported overall value proposition(s) for multiple brands.
- Partnered with Digital Marketing, Public Relations, and Marketing Analytics teams to monitor and adapt marketing activities by introducing, leading adoption, and consistently using data-driven decision-making (**DDDM**).
- Led brand activation campaign execution that added **16K** email addresses—achieving a **10% YOY** social media growth.

ADDITIONAL EXPERIENCE

Associate Creative Director | **CLAIRE’S (CBI Distributing Corp)**
 Visual Merchandising Manager, Advertising Manager, POP | **OfficeMax**
 Brand Manager and Senior Art Director | **Honey-Can-Do**
 Senior Art Director | **HAVI**
 Senior Art Director | **ULTA BEAUTY, Inc.**
 GTM Manager | **Sears, Roebuck and Co.**

May 2014 - Jun. 2017
Oct. 2008 - May 2014
Feb. 2008 - Oct. 2008
Apr. 2007 - Jan. 2008
May 2005 - Jan. 2007
Sep. 2000 - May 2005

EDUCATION

Valparaiso University

B.A., Journalism (Cum Laude) | Minor: Graphic Design, Marketing