



ANNA DAUGHERTY

Digital Marketing Specialist



Profile

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Objective

I'm a digital marketing specialist with proven success in marketing program analysis, customer acquisition and relationship management, and improving marketing processes.

Skills

- Digital Marketing
- Data Analytics
- CRM
- Marketing Strategy
- Email Marketing

EXPERIENCE

Marketing Specialist

2015 TO PRESENT

Create and Craft – US

- Develop personalized customer experiences through email marketing, on-site promotions, and content
- Create and expand CRM and marketing programs
- Email marketing management, analysis, and strategy development
- Analyze and improve customer experience
- Create buyer personas and develop RFM banding strategies
- Act as in-house steward of customer data

Biggest Accomplishments:

- Grew email marketing revenue by 77% over the previous year
- Increased email sessions by 32%
- Improved email conversion rate by 33%
- Grew affiliate program revenue by 484% over the previous year.
- Contributed to overall online revenue growth of 75% over the previous year.

Marketing Manager

2014 TO 2015

StrataShops

Coordinated email marketing, content, and social media for the StrataShops collection of websites including WickerCentral.com. Established CRM solutions using customer profile and tracking data, and nurtured and distributed sales leads to the customer service team.

Biggest Accomplishment: Grew email marketing sales 200% in less than one year.

Marketing Specialist

2012 TO 2014

S2 Games

Public Relations Specialist

2010 TO 2012

M3 Group

EDUCATION

Saginaw Valley State University

2005 – 2009

Professional and Technical Writing

TOOLS

- Salesforce
- Monetate
- RichRelevance
- Fredhopper
- SQL
- Microsoft Excel
- Microsoft Access