



KARLAA V. GREGORY

DIGITAL MARKETING PROFESSIONAL

CAREER HISTORY

Digital Marketing Manager

SUMITOMO DRIVE TECHNOLOGIES
MAY 2019 - PRESENT

- Develops tracking and analyzing all web properties, e-mails, social media, mobile apps, and digital video.

- Develops strategic vision for all web, social and multimedia communications across all channels (e-mail, social, web, advertising, etc) and content marketing plans to generate high levels of organic traffic.

- Develop email engagement strategies to grow the number of email subscribers, increase call-to-action conversion and reduce e-mail opt-outs.

- Manage LinkedIn, Facebook and Google Adwords campaign delivery, including; campaign scheduling, ad testing, QA and performance optimization.

- Draft and distribute content for various B2B audiences about Industry news, products and more

- Developed a PPC Conquest campaign that yielded \$135,000 In leads for our Paramax Gear Reducer.

Content Marketing Specialist

LIBERTY TAX HEADQUARTERS
NOVEMBER 2016 - MAY 2019

- Developed and executed the company's paid and organic social media content and strategy using photos, videos, blogs and User Generated Content (UGC.)

- Monitored effective benchmarks for measuring the impact and ROI of organic and paid social media and lead generating campaigns using Google Analytics, Facebook Pixel, Google Data Studio, Call Rail and other performance metrics.

- Managed Customer Care for the brand Including customer complaints, Inquiries and feedback on all digital marketing channels.

- Launched, tested and monitored social media ads for franchise sales, office traffic, conquest campaigns and national promotions.

- Researched and wrote SEO-rich blogs based on pop-culture and taxes. i.e., What Tax Breaks Would Marvel's Avengers Qualify For?

- Exponentially increased traffic to website YOY (2017-2018) by 25% using paid and organic social media strategies and constant A/B testing.

- Strategically increased total social media following by 15% with an average of 5-7% organic engagement rate.

Other Relevant Experience

VICE PRESIDENT OF COMMUNICATIONS
AMERICAN MARKETING ASSOCIATION-HR
2020-PRESENT

DIGITAL MARKETING ANALYST
HABITAT FOR HUMANITY, SOUTH HAMPTON ROADS
2018-2020

CHAPTER COMMUNICATIONS COORDINATOR
PUBLIC RELATIONS SOCIETY, HAMPTON ROADS
2015-2017

PUBLIC RELATIONS ASSOCIATE
SETON YOUTH SHELTERS
2013-2016

SOCIAL MEDIA COORDINATOR
SUSAN G. KOMEN, TIDEWATER AFFILIATE
2013

CONTACT INFORMATION

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EXECUTIVE SUMMARY

I am a digital marketer seeking a part-time position within a dynamic company where I can let my creativity shine.

I draw heavily on my experience in strategic Content Marketing, Social Media strategy and love of pop culture to drive traffic, conversions and reach company-set KPI's.

SKILL SET & EXPERTISE

- Ad Roll Retargeting
- Adobe Photoshop
- Adobe Premiere
- Drupal
- Google Adwords
- Email Marketing Tools
 - Emma
 - Constant Contact
 - Mailchimp
- Event/Trade Show Planning
- Event/Trade Show Execution
- Facebook Advertising
- Facebook Pixel & Analytics
- Google Marketing Tools
- HotJar
- Marketing Automation
- Marketing Copywriting
- Moz SEO Tools
- Pardot
- Salesforce CRM
- SEMRush
- Social Media Planning & Strategy
- UnBounce Software
- Zapier

1989 Consulting

OWNER
JANUARY 2013 - PRESENT

- Research industries, markets, demographics, trends, sales results, and other data related to the client's products or services.

- Provide written documents and verbal presentations for each client to guide the creation of new marketing plans and strategies.

- Work within the client's budget to produce effective promotional materials, advertising opportunities and digital marketing campaigns.

- Handle web administration as Webmaster to update information, edit page layout and design and review SEO on client websites.

EDUCATION

Old Dominion University
BACHELOR OF ARTS (2012)
MARKETING COMMUNICATIONS
SPANISH

University of Guadalajara
CEPE PROGRAM (SUMMER 2011)
SPANISH HISTORY AND VOCABULARY

CERTIFICATIONS

SOCIAL MEDIA STRATEGY
HUBSPOT - 2017

EMAIL MARKETING
HUBSPOT - 2019

INBOUND MARKETING
HUBSPOT - 2019

AWARDS

MILLENNIAL ON THE MOVE
COVA BUSINESS MAGAZINE
2019

PINNACLE AWARD
PRSA-HAMPTON ROADS
SOCIAL MEDIA TACTICS
2018