

DIGITAL PLATFORM STRATEGIST

To Setup an interview please contact Ashley@planet4it.com Today!

PROFILE

Experienced Digital professional who understands the business logic behind digital marketing decisions. Comfortable running teams, managing budgets and developing strategy.

PROFESSIONAL EXPERIENCE

2014
to Present

Very Large Retailer
DIGITAL PLATFORM STRATEGY

- Gather and synthesize guest, competitive and industry insights across online, mobile and in-store digital marketing channels
- Partner with cross functional teams such as Technology Services, Privacy and Legal teams to define project requirements on larger platform initiatives such establishing a Canadian guest database and the transition of the email service provider
- Develop and execute digital content plans, including the ongoing evolution of web to maintain and grow consumer engagement and meet internal KPIs
- Responsible for developing, executing and optimizing all email projects, campaigns and special projects to enhance broker and customer experience and to drive continuous growth, while maintaining awareness of email marketing trends, competitor marketing, technologies and CAN-SPAM Act (CASL)
- Define and optimize key traffic and revenue metrics including Open Rates, CTR, Sales, engagement and retention
- Develop and manage efficient procedures and workflows related to the digital content life cycle, including creation, approval, distribution, revision and removal
- Develop and manage a \$5M+ digital budget for platform, innovation, campaign and content
- Communicate platform roadmaps and plans to teams across Marketing and the business

2013
to 2014

Canadian Retailer
MANAGER, MEDIA PLANNING

- Strategic planning and implementation of the corporate media plan with a budget of \$30+M
- Disseminated all campaign and media placement details and oversaw execution and trafficking of campaigns
- Developed and executed multichannel campaigns for key retail seasons and product launches
- Monitored campaign delivery and performance and optimize campaigns to achieve optimal results
- Created briefs for key seasons and product launches, outlining specifics of campaign: business objectives, strategy, budget, timing and opportunity areas