

# MARISA MOHN

## DIGITAL MARKETING MANAGER

### CONTACT

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-  Greater Austin Area

### EXPERTISE

- Marketing Strategy
- Digital Marketing
- Content Management
- Email Marketing
- Content Strategy
- Copywriting
- Project Management
- Data Analysis
- Budgeting
- Social Media Management
- Customer Segmentation

### PROFILE

Accomplished digital marketing professional with strong bias for action and a proven track record of leading large scale marketing programs and driving results. Established expertise in marketing strategy, digital marketing, and content management. Excels in creation and execution of omni-channel marketing plans, optimizing customer engagement, data-driven decision-making, and delivering measurable return on investment.

### EXPERIENCE

#### Strategic Marketing Manager

Clinical Education Alliance | Seattle, WA | May 2023 – Sept. 2023

Developed and managed omni-channel marketing engagement plan for digital programs and live events, executing strategies to deliver, track, and optimize campaign performance.

- Led marketing strategy for high growth \$15M+ business unit, driving customer engagement through lifecycle marketing campaigns, data-driven decision making, and curated digital experiences
- Spearheaded impactful program overhaul through rapid implementation of strategic marketing tactics resulting in 120% increase in program performance in first 60 days
- Transformed customer engagement through marketing automation resulting in 65% reduction in underperforming workstreams
- Promoted marketing programs, activities, and campaigns across email, on-site, SMS, SEM, partnerships, and social media
- Managed program marketing budgets, marketing automation, landing page creation, campaign list development, and program performance reporting

#### Digital Content Marketing Manager

Associate Digital Content Marketing Manager

Amazon.com | Seattle, WA | Apr. 2020 – Jan. 2023

Led on-site content marketing strategy and execution inclusive of email, website copy, on site merchandising, new product launches and refreshes for 12 of Amazon's private label brands across multiple sectors.

- Managed product-specific on-site marketing content inclusive of images, copy, enhanced brand content, keyword optimization and coupons for 300+ new product launches and 450+ product refreshes across 12 brands
- Established new process for creating best in class detail pages resulting in streamlined areas of ownership, reduction in last minute churn and 43% time savings for team
- Produced marketing emails inclusive of creative, customer targeting and promotion creation across multiple brands driving \$1.2M+ in revenue and 192% average ROI
- Led keyword audit and optimization for 2,000+ products delivering an average 12% increase in search performance and 18% increase in purchase rate
- Collaborated with marketing, product, supply chain, and creative teams to execute on-site event marketing for Holiday, New Year New You and Prime Day events that drove 70M+ impressions and \$1.4M+ in revenue
- Managed amazon.com homepage hero slot campaign calendar including creative, copy localization, programming, and reporting

### TECHNICAL SKILLS

- Adobe Marketo
- Jira
- Smartsheet
- Confluence
- Salesforce
- Trello
- Power BI
- Google Analytics
- Adobe Creative Suite
- Office 365
- Microsoft Teams
- SharePoint
- WordPress
- Sinch
- Hootsuite

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## DIGITAL MARKETING MANAGER

### ATTRIBUTES

Driven  
Bias for Action  
Detail-Oriented  
Strategic Thinker  
Creative  
Adaptable  
Results-Oriented

### EDUCATION

B.S. Business Administration  
Concentration: Marketing  
California State University,  
Fresno

### References Available Upon Request

### EXPERIENCE (continued)

#### Senior Marketing Coordinator

#### Marketing Coordinator

Microsoft via Denny Mountain Media | Redmond, WA | Apr. 2018 – Apr. 2020

Drove customer engagement within Microsoft Rewards across email, web, and app to build Microsoft fans and increase brand loyalty.

- Collaborated cross-functionally with marketing, engineering and creative agencies on new feature launches resulting in 86% engagement lift across US and international markets
- Partnered with creative agencies to execute weekly US lifecycle email communications
- Wrote, edited and programmed member engagement content across digital platforms including email, web and app offers
- Partnered with local market leads to support localization efforts required for member international member engagement content
- Developed and implemented go-to-market plan for US and international sweepstakes and experiences across vendor, editorial, legal, and engineering
- Analyzed performance of sweepstakes and member engagement activities and presented key findings and optimization recommendations

#### Marketing Manager | Sr. Exec. Assist. to President & CEO

#### Sales Support Representative

Paint Sundries Solutions, Inc. | Kirkland, WA | Sept. 2013 – Apr. 2018

Created and implemented marketing and branding strategies including content creation, branded merchandise, event planning, and strategic partnerships.

- Managed industrial division, Paint Supply, including marketing strategy, branding, social media, SEO/SEM, content creation, website design, pricing, and operations
- Developed company branding and content strategy to increase sales, grow customer database and increase customer loyalty
- Created and implemented editorial calendar, managed social channels, set KPIs, established best practices and analyzed results across five channels
- Led coordination of four national sales meetings including contract negotiation, \$400K+ budget management, event marketing, communications, and on-site execution
- Delivered monthly, quarterly, and annual sales reports to strategic partners, outside sales managers, and senior leadership
- Designed, co-authored and published bi-monthly company newsletter
- Led strategic partnership with Lifetime's Military Makeover including pre-production calls, branded merchandise, on-site execution and ongoing promotional efforts
- Oversaw the implementation of company re-brand ensuring accuracy and consistency
- Managed confidential projects for President and CEO including business plans, corporate communications, and board meeting presentations