

LISA A. HARDEN, MBA

DIGITAL MARKETING MANAGER

PROFILE

I'm a **Highly Skilled Digital Marketing Professional** with eleven years of experience. I aim to make a difference through my creative and technical solutions. I want to join a company that aligns with my values—inclusive to all humans, understands its social responsibility, and wants to help the planet thrive. I want to utilize my skills and my resiliency for the greater good.

EDUCATION

Master of Business Administration in Marketing

Western International University
Phoenix, AZ
October 2011

Relevant Coursework: Marketing Research, International Marketing, Supply Chain Management, Buyer Behavior & Sales Promotion, and E-Commerce Marketing

Bachelor of Arts in Commercial & Advertising Imaging

Brooks Institute
Santa Barbara, CA
April 2008

Relevant Coursework: Small Business Marketing, Advertising, Web Design, HTML, Graphic Design, Digital Imaging, Studio & On-location Lighting, Color Management.

SKILLS

Adobe Photoshop	████████████████████
Adobe Illustrator	████████████████████
Adobe InDesign	████████████████████
Adobe Acrobat	██████████████████
HubSpot	██████████████
Microsoft Office	██████████████
WordPress	██████████████

CERTIFICATIONS|AWARDS

HubSpot Marketing Software Certification
Cornell University Digital Marketing Certification
Graphic Design USA Web Design Award

CONTACT

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PROFESSIONAL EXPERIENCE

Digital Marketing Manager

AstroNova, Inc. | West Warwick, RI | 2018 - Present

- ▶ Collaborate with Marketing Team to globally manage all aspects of digital marketing operations
- ▶ Manage an assistant and delegate projects to them
- ▶ Execute inbound marketing strategies and target audiences to build brand awareness, educate customers, and generate qualified leads utilizing relevant digital content
- ▶ Stay up-to-date on new digital marketing tools and implement best practices within the company
- ▶ Develop a global plan for website optimization to increase web traffic and maintain website analytics, SEO, SEM, etc.
- ▶ Manage website creation and maintenance with a third-party firm for all AstroNova websites in addition to the Company portal
- ▶ Generate reports with key metric indicators on digital marketing performance and communicate to company leaders to understand business needs, recommend, and apply new digital marketing initiatives
- ▶ Organize and execute email campaign strategies, including promotions, automation nurturing workflows, post-purchase drip campaigns, re-engagement campaigns, and newsletters
- ▶ Manage social media marketing strategies, including profile optimization and paid social advertising
- ▶ Digitally promote events, such as trade shows (pre, during, and post-show) and webinars globally

Marketing Production Specialist

CVD Equipment Corporation | Central Islip, NY | 2015 - 2018

- ▶ Maintain, design, and update content on multiple websites
- ▶ Maintain SEO metadata, keywords, and reporting
- ▶ Maintain and optimize Google AdWords campaigns
- ▶ Monitor website traffic and reports using Google Analytics
- ▶ Maintain website data and diagnostics with Google Webmaster Tools
- ▶ Visualize complex concepts and communicate them through illustration and graphic design
- ▶ Design print and digital literature, promotional, and advertisement materials using Adobe® CC InDesign, Illustrator, and Photoshop
- ▶ Produce and design graphics, logos, document templates, banners, posters, brochures, emails, etc
- ▶ Design and distribute press releases and email blasts using Constant Contact
- ▶ Track lead generation, all ad campaigns, and ROI using Salesforce
- ▶ The Salesforce administrator and team liaison while holding the Mountaineer Rank and 30 badges in Trailhead.
- ▶ Photograph products for website and print literature and adverts
- ▶ Produce enhanced and modify photographs for print and production
- ▶ Organize and maintain a library of design work, templates, logos, print materials, and photos
- ▶ Organize, maintain, and track tasks and projects
- ▶ Create, update, and track corporate social media content

Marketing Communications Specialist

Sage Parts Plus, Inc. | Melville, NY | 2013 - 2015

- ▶ Met with sales and marketing staff to discuss communication requirements
- ▶ Created, designed, and reviewed product literature
- ▶ Created and designed product packaging and branding
- ▶ Researched, wrote, and developed concepts for marketing materials, website, and trade show graphics
- ▶ Developed and coordinated media packages including letters and brochures
- ▶ Developed direct marketing programs and monitor roll-out of all campaigns
- ▶ Developed, design, and coordinated all campaign advertising on all media levels
- ▶ Created, designed, and scheduled all email marketing campaigns