

# EMILY YUTZY

## STRATEGIC MARKETING MANAGER





### PROFILE

Marketing leader with a record of success in developing, executing, and measuring strategic integrated marketing initiatives that drive brand awareness and revenue growth. Recognized for ability to build meaningful business relationships with customers, peers, and managers. Award-winning Toastmaster.

### TECHNICAL SKILLS

- Office 365 (Microsoft Word, Excel, PowerPoint, Teams)
- Marketo
- WordPress
- Webex Events
- Canva
- Smartsheet
- Workfront
- Google Analytics
- Asana
- Adobe Creative Suite (Illustrator, Photoshop)
- HubSpot
- BigCommerce
- Basic HTML

### CONTACT

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### STRENGTHS

#### Marketing

- Strategy
- Budgets
- KPI Analysis

#### Communication

- Collaboration
- Public Speaking
- Directing Creative

#### Leadership

- Negotiation
- Project Management
- Relationship Building

### WORK EXPERIENCE

#### **SYNNEX Corporation, Marketing Specialist, III (Microsoft, Intel)**

JAN 2019 - JUNE 2020, MARKETNG SPECIALIST, II

JUNE 2020 - PRESENT, MARKETING SPECIALIST, III

Responsible for driving qualified leads to sales team through the strategic development and execution of integrated marketing initiatives and digital campaigns. Oversee \$7M Co-Op marketing budgets and claim funds with internal and external audit teams.

#### KEY ACHIEVEMENTS:

- Developed and implemented email personalization strategy that dramatically increased loyalty program engagement.
- Improved process for calculating campaign effectiveness; was able to show business grew 15% from events; analyzed other metrics and made recommendations for stronger ROI.

#### **Cleva North America, Marketing Manager**

FEB 2013 - NOV 2018

Managed trade show exhibits for 13+ national industry events. Directed and contributed to creative teams on development and implementation of marketing campaigns and graphic design projects. Conducted and presented competitive analysis findings to sales and product teams to measure initiatives, provide business insights, and improve ROI. Wrote SEO-optimized website content for corporate e-commerce retail product pages.

#### KEY ACHIEVEMENTS:

- Developed trade show exhibit house RFP process, negotiated contract with new vendor which resulted in \$11K savings (9% of budget)
- Increased web sales by nearly 50% by switching e-commerce platform, which also reduced customer service call volumes.

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## WORK EXPERIENCE

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### **Cleva North America, continued**

- Led marketing and sales teams to design a Voice of Customer (VOC) program to analyze and solve business challenges; efforts were recognized through receipt of the 2017 MarCom Award for packaging design.
- Drove positive online mentions/reviews up by 35% by developing a daily User Generated Content (UGC) & online reputation management strategy. Trained e-commerce staff on daily maintenance of the program.

### **Banyan Consulting, LLC, Marketing Coordinator**

FEB 2004- OCT 2012

Managed website and newsletter activities. Followed brand guidelines to effectively communicate value propositions and messaging. Monitored web analytics dashboards, reports, and pointed out key areas of importance. Designed promotional materials including, but not limited to, corporate brochures, product data sheets, presentations, and proposals. Organized annual client conference, event marketing webinars and seminars.

#### KEY ACHIEVEMENTS:

- Tracked sales, generated complex revenue reports, and drafted comprehensive RFP responses to support sales team
- Leveraged Google Analytics to analyze effectiveness of inbound marketing campaigns; issued recommendations that significantly improved traffic by 40% in 5 months and tripled new visitors in 1 year.

### **Previous Roles**

- Carnegie Mellon University, Marketing Assistant/Support Staff II, Oct 2000 to Sep 2003
- Winn-Dixie, Inc., Advertising Specialist, Nov 1998 to Jan 2000

## EDUCATION & PROFESSIONAL DEVELOPMENT

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### **Certificate in Graphic Design**

- Living Arts College, Raleigh NC

### **Communications Studies**

- Carnegie Mellon University, Pittsburgh, PA
- North Carolina State University, Raleigh, NC

### **Toastmasters International**

- Vice President of Public Relations, Pelham Toastmasters Club
- Recipient of Toastmasters' Leadership Award and Competent Communicator Award