

EMILY YUTZY

STRATEGIC MARKETING MANAGER

PROFILE

Marketing team leader with a record of success in developing, executing, and measuring strategic marketing initiatives that drive revenue growth. Recognized for ability to build meaningful business relationships with vendors, customers, peers, and executives.





TECHNICAL SKILLS

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

PRODUCT TRAINING

- **M365 Fundamentals** (Microsoft Learn)
- **Selling IoT Solutions** (Intel Partner University)
- **AI Foundations** (Intel Partner University)

CONTACT

-  www.emilyyutzy.com
-  emilyyu@synnex.com
-  864-395-8215
-  /emilyyutzy

STRENGTHS

Marketing

- Strategy
- Creativity
- KPI Analysis

Communication

- Collaboration
- Public Speaking
- Active Listening

Leadership

- Training/Coaching
- Team Building
- Process Improvement

WORK EXPERIENCE

SYNNEX Corporation, Marketing Specialist, III (Intel)

JUNE 2020 - PRESENT, MARKETING SPECIALIST, III

Team lead for the Intel vendor line. Drives overall component and branded strategy. Creates marketing plans that are aligned with business goals. Collaborates across departments to enhance SYNNEX value proposition messaging. Leads ROI reporting and analytics back to vendor to continually improve GTM strategies. Develops and grows a team that fosters quality, innovation, and creativity.

KEY ACHIEVEMENTS:

- Led the team to grow Intel marketing revenue by 24% YoY during 2020 pandemic
- Established team roles and responsibilities; studied workflows and implemented more effective processes
- Developed a strong relationship and culture of mutual support with the team which resulted in better work performance
- Created and executed email personalization strategy that dramatically increased loyalty program engagement

SYNNEX Corporation, Marketing Specialist, II (Microsoft Cloud/CSP)

JAN 2019 - JUNE 2020, MARKETING SPECIALIST, II

Responsible for driving qualified leads to sales team through the strategic development and execution of integrated marketing initiatives and digital campaigns. Managed co-op/MDF budgets as well as complex claiming operations for Microsoft vendor line.

KEY ACHIEVEMENTS:

- Improved process for calculating effectiveness of campaigns and programs; was able to show Microsoft CSP monthly revenue grew as a result of various campaigns
- Recognized for quickly making a positive impact on the marketing activities, and bringing new ideas to the team

WORK EXPERIENCE

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:

- Led marketing and sales teams to design Voice of Customer (VOC) program to analyze & solve business challenges; efforts recognized through a receipt of the 2017 MarCom Award for packaging design
- Developed event 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
- 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

Previous Roles

- Banyan Consulting, LLC, Marketing Coordinator, Feb 2004 to Oct 2012
- 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

Certificate in Graphic Design

- Living Arts College, Raleigh NC

Communications Studies

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

Toastmasters International

- VP of Public Relations, Pelham Toastmasters Club
- Earned Toastmasters' Leadership Award (2018) and Competent Communicator Award (2020)

LinkedIn Learning

- Building Resilience as a Leader (Course)
- New Manager Foundations (Course)
- Online Marketing Foundations (Course)

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