

Liz Wildman

digital marketing: optimization • strategy • usability • analytics

610.393.9610

Bath, PA

liz@lizwildman.com

[linkedin.com/in/lizwildman](https://www.linkedin.com/in/lizwildman)

SUMMARY

Demonstrated leader and team player with over 12 years of digital marketing strategy, web analytics, usability, SEO, and content management experience in both B2B and B2C environments. Strong project management skills with knowledge of all phases of digital development life cycle. From high-level conceptualization to hands-on execution, I have a proven record of success in launching, managing and optimizing web sites, and digital campaigns and projects for maximum return on investment.

EXPERIENCE

The Wonder Kids Childcare / Mancuso Estate – 10/2014 - Present • Northampton, PA

Executrix and Trustee

Facilities management of two commercial properties; overseeing operations of a state licensed childcare facility; other duties as it relates to executrix duties for the estate. Expecting estate to successfully close by end of 2015.

Acceleration – 06/2014 - 01/2015 • Bath, PA (HQ: Miami, FL)

Sr. Digital Project Manager • *Telecommute*

Worked directly with a large-scale client (Royal Caribbean and Celebrity Cruises) in a B2C environment to ensure that all digital products were scoped accurately, requirements and objectives properly documented, delivered on time and within budget. Worked with an internal team of technical consultants and oversaw delivery management of multiple projects while working through all phases of the development life cycle. Digital projects included: implementation and maintenance of Adobe Analytics on multiple websites (including mobile); analytics reporting; implementation and deployment of email campaigns.

Accomplishments:

- Improved client communications by rolling out a company-wide status report template that kept clients informed about every stage of the project(s)
- Improved productivity by creating a Google Project Tracking Sheet that was shared across team members and updated live during daily project status calls and delivered to the client(s) weekly

GDH Consulting (working for Cisco) – 06/2013 - 06/2014 • Bath, PA (HQ: San Jose, CA)

Web Analyst • *Telecommute*

Delivered strategic and tactical analysis that helped drive [Cisco Learning Network](#) (a B2C social learning community) business operations, multichannel integration and overall business strategy. Analyzed performance and provided actionable insights to key internal stakeholders. Ensured web data was relevant and accessible, helped define metrics, built KPIs, performed analysis, and suggested improvements to the business.

Accomplishments:

- Improved web analytics reporting by creating holistic dashboards that incorporated data from different data sources which included; Google Analytics, Akamai (video), and Bunchball Nitro (gamification)
- Successfully led and project managed the implementation of Adobe Analytics

Windstream (formerly PAETEC | US LEC 06/2003-06/2013) – Bethlehem, PA (HQ: Little Rock,

COMPETENCIES

Project Management
Web Analytics
Web Marketing
Social Media
Web Usability
Graphic Design
SEO/PPC

SKILLS

Adobe Analytics
Adobe Target
Alfresco CMS
Asana
Basecamp
Dreamweaver
Google Analytics
Google Adwords
Microsoft SharePoint
Microsoft Office 2010
Microsoft Project
Photoshop
Umbraco CMS
WordPress

EDUCATION / CONFERENCES

New Media
Certification
Sessions.edu

Adobe Digital Summit
2011 - 2014
Salt Lake City, UT

Web 2.0 2010
New York City, NY

SMX East 2009 & 2008
New York City, NY

Advanced Photoshop,
Web Site Development
and Design Certification
Northampton CC

AK) • 06/03 – 06/13Digital Marketing Manager • *Remote Office*

Led digital web initiatives for the B2B website (windstreambusiness.com); provided insights and analytic reporting via Adobe Analytics; oversaw digital lead generation and usability testing via Adobe Target; negotiated and managed all analytic vendor partnerships; provided leadership training/education and knowledge transfer, worked directly with IT and oversaw delivery management of multiple projects while working through all phases of the development life cycle. Advised on content management and usability best practices for the customer portal and internal sales and marketing intranet. Managed the web marketing budget and oversaw a team of consultants, digital vendors and interns.

Accomplishments:

- Optimized site resulting in a 46% increase in lead completion rate (\$14M in web generated sales for 2012)
- Grew organic search by 60% for unique keywords
- Managed the successful implementation of Adobe Site Catalyst web analytics and Adobe Test & Target on time and on budget
- Implemented campaign tracking/tagging tool used across the marketing organization
- Rebranded all social media channels

PAETEC (now Windstream) – Bethlehem, PA (HQ: Rochester, NY • 03/2007 – 12/2011Web Marketing Manager • *Remote Office*

Oversaw all Web strategy for paetec.com including: web analytics, content management, search engine optimization (SEO), pay-per-click (PPC) advertising, social media, lead generation, usability, digital marketing, budgeting, negotiation and management of all analytic and vendor partnerships, leadership training/education and knowledge transfer. Managed the web marketing budget and oversaw a team of consultants, digital vendors and interns, while working through all stages of development lifecycle.

Accomplishments:

- Designed, project managed, and successfully launched new corporate web site in October, 2009 including new content management system (Alfresco), servers, and custom implementation of Google analytics
- Increased web generated sales leads by 80% from 2008 to 2011 resulting in over \$6 million in yearly contract revenue for 2011
- Managed the successful implementation of Adobe Site Catalyst web analytics and Adobe Test & Target on time and on budget
- Designed, implemented, and managed new Microsoft SharePoint Sales & Marketing intranet site
- Kicked-off Social Media awareness to top-level executives; helped create social media strategy; managed all social media sites; managed corporate blog; created and adapted social media content

US LEC (now Windstream) – Bethlehem, PA (HQ: Charlotte, NC) • 03/2006 – 03/2007Web Designer • *Remote Office*

Managed all marketing Web sites, intranets, and agent web portal. Contributed to the development of web projects including information architecture, conceptual development, usability, design, branding, marketing, and web standards. Managed Search Engine Optimization (SEO) and web analytics projects. Produced creative elements and project managed digital marketing campaigns.

ASSOCIATIONSDigital Analytics
Association
2008 to 2013NAPW (National
Association
Professional Women)
2011- 2012

US LEC (cont'd)

Accomplishments:

- Designed a sales lead tracking system used to measure b2b leads from uslec.com
- Successfully managed the implementation of the new fast.net site
- Managed the implementation of Web Trends web analytics and generated reporting
- Enhanced navigational features of the marketing Intranet site via Microsoft SharePoint

ADDITIONAL EXPERIENCE

Marketing Communications Specialist - US LEC (now Windstream)

Documentation Specialist - FASTNET (now Windstream)

Freelance Graphic and Web Designer

Graphic Designer - QuestOne Decision Sciences

Graphic Designer - Digital Graphics, Inc.