

Courtney Parent

Marketing Manager

Courtney Parent

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Tolland, CT 06084

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Skills

- Content Marketing
- Email Marketing
- Event Planning
- Graphic Design
- Lead Generation
- Marketing Automation
- Marketing Strategy
- Project Management
- Social Media Marketing
- Video Production
- Website Maintenance

Tools/Software

- Adobe Omniture
- Adobe Rush
- Basecamp
- Creative Suite
- Endplay
- Final Cut Pro
- Google Adwords
- Google Analytics
- Google DataStudio
- Basic HTML
- Hootsuite
- Hubspot
- Mailchimp
- Pipedrive
- Photoshop
- SAP Business One
- SmartSheet
- Sprout Social
- Wordpress
- Mac & PC Operating Systems

Wunderland Group / Digital Marketing , eBusiness Manager

DECEMBER 2019 - PRESENT, SOUTHLINGTON, CT

- Work directly with the Marketing & IT teams to ensure all content is up-to-date and functions properly on the company intranet site, public website and portals.
 - Review all content updates for accuracy and improved ux.
 - Create documentation that exemplifies how all portals are NCQA compliant based on the various standards.
 - Oversee joint content marketing initiatives between the eBusiness Team and the Marketing Team

Rebel Interactive Group / Marketing Manager

APRIL 2019 - SEPTEMBER 2019, SOUTHLINGTON, CT

- Ideation, planning, and execution of quarterly company events, and annual summit.
- Content calendar/asset creation based on overall marketing strategy.
- Oversight of all website development and video projects.
- Project management, task creation and oversight via Basecamp.
- Extraction of monthly insights for reporting.
- Crafting of email marketing strategy and implementation plan.
- Identification and pursuance of award, conference, speaking opportunities.

Rebel Interactive Group / Content Marketing Strategist

DECEMBER 2018 - APRIL 2019, SOUTHLINGTON, CT

- Lead the content marketing strategy, ideation and planning process for multiple clients across a variety of industries.
- Pitch content marketing strategy to clients: including best posting platforms for industry, frequency, time of day.
 - Create target audience personas backed by research and data.
 - Craft content ideas based on target audience persona insights
 - Develop monthly content calendars for clients
 - Collaborate with all departments to ensure that clients' content project and assets meet the required standards and timelines
 - Create monthly content report to deliver to clients and walkthrough insights gained from the report, making suggested changes for future content direction.

Adform Creative / Marketing Manager

MARCH 2017 - DECEMBER 2018, MANCHESTER, CT

- Developed multi-channel digital campaigns that drove inbound leads through the use of Google AdWords, Facebook and LinkedIn advertising.
 - Performed A/B testing with both organic and paid acquisition channels - content creation, content curation, social media, lead generation campaigns, email marketing campaigns.
 - Utilized marketing automation platform, HubSpot, to create personalized user experience and track campaign success through associated emails, landing pages, CTA's, form submissions, social media and blog posts.
 - Conducted market research to target prospects/gauge industry ROI.
 - Set, tracked and reported on weekly and monthly marketing KPI's to measure performance in coordination with overall company goals.
 - Worked in cohesion with the sales team to support product-based marketing that drove online conversion rates and sales.
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Carter Mario Injury Lawyers / Digital Marketing Manager

MARCH 2015 - FEBRUARY 2017, MILFORD, CT

- Created content for and managed all digital marketing efforts, including paid advertising on Google Adwords, Facebook and Twitter.
 - Oversaw community outreach program; running the annual CarterCares scholarship and Charity of the Month initiatives, working directly with Brand Manager and selected charities to raise awareness about special causes.
 - Worked with vendors conceptualizing, pricing and purchasing billboards, bus ads, tv spots, t-shirts and other hard goods.
 - Managed 3rd party co., overseeing PPC campaigns and website optimization efforts.
 - Oversaw 3rd party co. build of new company website, as well as build of new company intranet site.
 - Tracked monthly metrics and analyzed data to determine where leads and conversions could be attributed/made modifications to improve ROI.
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Bob Abbate Marketing / Digital Project Manager

FEBRUARY 2014 - MARCH 2015, BRIDGEPORT, CT

- Created, purchased, and scheduled ad campaigns via Google AdWords, Facebook, and Twitter for all clients, varied in industry from auto dealers to home improvement stores to fitness clubs.
 - Tracked analytics and created month-to-month campaign presentations, evaluating keyword performance, average CPC and overall paid search ROI.
 - Assisted in storyboarding and securing video shoots for client television commercials.
 - Created graphics for digital campaigns, special marketing events, targeted email blasts, and social media.
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WTNH, News 8 / Senior Digital Producer

SEPTEMBER 2011 - JANUARY 2014, NEW HAVEN, CT

- Worked with reporters, assignment editors, marketing director and vendors to create/maintain stories, modules, and pages on WTNH.com.
 - Monitored web analytics via Adobe Omniture to optimize web usage among viewers/readers, communicating results to Marketing Director making suggestions for areas of improvement.
 - Engaged viewers through the use of social media, analyzing content types receiving the most attention, orienting future posts accordingly.
 - Attended local events to shoot video, take photographs, and report stories for the web and highlight members of the News 8 team giving back to the community to promote our “We’ve Got Your Back” branding.
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Education

Quinnipiac University / MS in Journalism

JANUARY 2009-MAY 2010, Hamden, CT

University of Southern Maine / BA in Communications

AUGUST 2004-MAY 2008, Portland, ME