Stephanie J. Hall

Digital Marketing Leader

Contact

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Skills & Expertise

Digital Strategy
Strategic planning
Buyer personas, Customer journeys
UX design, Information architecture
Campaign development
Reporting, Analytics

Marketing Tactics
SEO, Content marketing
Email, Marketing automation
A/B testing, CRO
SEM, PPC
Product marketing

Software & Tools
Wordpress
Hubspot, Mailchimp
Google Analytics, Google Tag Manager
Google Ads, Facebook Ads
Teamwork, Trello, Basecamp

Leadership
Communication
Team development
Project management
Process creation
Budget management

Education

Michigan State University, 2012
BA, Media Arts & Technology; Media & Communication Technology

Certifications

Hubspot Certifications
Partner, Inbound, Inbound Marketing, Inbound Sales, Growth Driven Design

Google AdWords Certifications
Advertising Fundamentals, Advanced Search

Experienced digital marketing leader passionate about helping businesses grow. 10+ years experience developing, executing, and managing complex, full-funnel digital strategies that generate leads and drive revenue for a diverse client base. Highly organized, detail-oriented, excellent communicator.

PROFESSIONAL EXPERIENCE

Director of Digital Strategy / Web Ascender *August 2015 - Present*

- Scaled Digital Marketing Team from two Internet Marketing Specialists to a team of 8 Strategists, Copywriters, Designers, and Front-End Developers.
- Achieved 30% increase in average retainer size and 95% retention rate in the last year by demonstrating results and ROI through client performance reviews.
- Consistently achieve triple digit annual traffic and lead increases, including an increase from 200 to 600 monthly leads for a franchise vending business.
- Serve as Marketing Director for Boast, a SaaS product created by Web Ascender.
    - Led marketing strategy to increase monthly revenue from $0 to a viable business venture, doubling revenue 3 times in 5 years.
    - Orchestrated organic traffic strategy to grow monthly website visitors from 0 to 45k, including consistent monthly increases of over 10%.
    - Led strategy for new website, including content, wireframes, and SEO, driving a 67% increase in traffic and 78% increase in leads in 4 months.
    - Manage a $15k monthly advertising budget, resulting in a 365% decrease in cost per lead from paid channels in one month.

Internet Marketing Specialist / Web Ascender *December 2012 - August 2015*

- Grew department from 0 to 23 clients, increasing workload of the department from one part-time internship to two full-time positions.
- Led adoption of Hubspot for Web Ascender as a Solutions Partner, driving a 200% increase in department MRR.
- Defined and delivered client services, including digital strategy, content marketing, SEO, marketing automation, paid search and paid social, conversion optimization, A/B testing, and sales enablement.
- Developed scalable processes and training for internal teams to ensure consistent implementation of industry trends and best practices.
- Drove a 2,900% increase in leads for an LED sign manufacturing, increasing leads from 5 to 150 per month.

Internet Marketing Intern / Web Ascender *January 2011 - December 2012*

- Responsible for all agency marketing efforts, including SEO, content marketing, email marketing, and social media.
- Implemented a content marketing strategy that doubled website traffic in one month, from 5k to 10k visits per month.