

Miami, FL / Glad to Relocate

LeonoraHam@NotMail.com

Mobile: (305) 555-5555

LinkedIn.com/linkedin/Phony

# Leonora Hamilton, MBA

## Strategic & Consumer-Focused Digital Marketing Director

Revolutionized ABC Health's Marketing Approach | Obtained 12K New Customers/Month Nationwide | Increased Order Volume 24% Week-Over-Week | Boosted Sales 7% Across 56 Locations in 1 Year | Achieved 72% Retention Rate | Built Database of 120K+ Customers | Maintained 7%+ Direct Mail Conversion Rate | Led Teams of up to 70 Employees | Managed \$15M Digital Marketing P&L

Accomplished in designing groundbreaking, data-driven marketing strategies for iconic products, services, and brands. History of generating engaging content and innovative digital concepts that resonate with target audiences. Relentlessly dedicated to revenue growth, brand integrity, consumer engagement, and staff motivation. Impressive record of building and leading top-performing marketing teams.

### Skills →

- Brand Differentiation & Positioning
- Multichannel Customer Engagement
- Product Launch & Development
- Digital & Social Media Strategy
- Consumer Segmentation
- Marketing Innovation & Best Practices
- Integrated Branding & Marketing Plans
- Stakeholder Engagement & Alignment
- Search Engine Optimization & Marketing
- Media Planning & Operational Excellence
- Trend & Market Research
- Metrics & Data Analytics
- Million-Dollar Projects
- Mentoring & Training
- Customer Insights

### Career Narrative

#### ABC HEALTH, Miami, FL

02/2016 to Present

##### Marketing Strategist



Excellence Award, 11/2016



Leadership Award, 05/2017



Entrepreneur Award, 11/2017

Generate semiannual integrated marketing plans that drive significant business results for this \$31+ billion global pharmaceutical company while staying true to ABC Health's core set of values — excellence, integrity, and respect for people. Continually improve consumer insight/segmentation, digital marketing approach, social media presence, and go-to-market strategies. Coordinate communications among business units to ensure cohesive messaging across all channels. Supervise 6 project leaders and manage \$15 million digital marketing budget.

*Leveraged diverse marketing experience and in-depth knowledge of cutting-edge techniques to progress marketing professionals out of their comfort zones. Pushed the envelope for integrated campaigns, digital marketing strategies, and data reporting.*

- ▶ **Slashed \$30,000 in agency expenses** by spearheading content strategy workshop that streamlined asset development.
- ▶ **Reached 20,000 new customers** by expanding campaigns and non-personal promotions beyond the existing digital strategy.
- ▶ **Won Excellence Award, Leadership Award, and Entrepreneur Award** for exemplary management and marketing innovation.
- ▶ **Clarified key customer groups/segments** by crafting content strategy; demonstrated benefits of personalization.

#### XYZ ONLINE, Miami, FL

01/2015 to 02/2016

##### Senior Marketing Manager, Customer Acquisition

Designed and deployed customer acquisition strategy and new marketing campaigns for XYZ Restaurants across offline, online, and out-of-home (OOH) channels on a monthly basis. Devised consumer-centric approaches that optimized customer lifetime value (LTV), cost-per-acquisition (CPA), and brand awareness while cross-promoting the service with other XYZ properties. Strengthened social media presence through Instagram and Facebook. Managed \$1 million digital and print media budget. Led and motivated 4 marketing professionals to peak performance levels.

*Increased brand awareness by engaging audiences through improved online portals, paid media, organic web searches, and social interactions.*

- ▶ **Obtained 12,000 new customers each month** by introducing incentive; offered free restaurant experience with XYZ video orders.
- ▶ **Increased order volume 24% week-over-week, achieved 72% retention rate**, and decreased cart abandon rate from 7% to 5%.
- ▶ **Attracted 25,000 new customers within 6 weeks** of initiating bounce-back promotion that reduced cart abandon rate by 1%.
- ▶ **Maintained 7%+ direct mail conversion rate** in small cities throughout the United States by offering coupon codes.
- ▶ **Boosted customer confidence when shopping online** by enhancing information provided on web page and mobile app.

#### Weekly Deep-Dive Research & Analysis

- ✓ Collected competitive intelligence on a massive scale.
- ✓ Conducted A/B tests to maximize conversion and LTV.
- ✓ Evaluated CPA and determined optimal inventory.
- ✓ Performed lift tests and assessed targeting trials.
- ✓ Orchestrated focus groups; collected feedback.
- ✓ Reviewed click-through rates of email blasts.
- ✓ Used regression models to evaluate variables.
- ✓ Analyzed data from internal product groups.
- ✓ Designed and managed brand awareness surveys.

*"Leonora continually delivers top-notch results. Every. Single. Time. From developing fresh marketing ideas, to proactively offering solutions and being adept at all aspects of lead generation, Leonora is unrivaled in reaching new audiences." – Travis Owens, Vice President of Marketing, XYZ Online*

**PDQ RESTAURANT, Miami, FL**

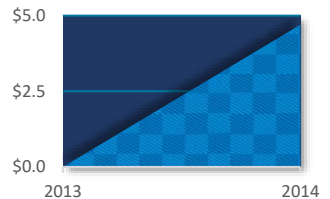
**07/2012 to 01/2015**

**Director of Marketing**

Drove substantial annual revenue increases for every single location of a 56-franchise region by leading high-impact marketing initiatives. Directed \$4.5 million annual marketing budget while guaranteeing the success of local/national campaigns. Boosted consumer traffic, expanded client base, improved customer engagement, and diversified demographic by spearheading digital/social marketing campaigns across multiple platforms. Managed and energized top-performing team of marketing experts.

*Created enterprise digital roadmap, optimizing marketing approach, copy development, and media planning as a respected authority on emerging marketing tactics.*

Restaurant Growth in Millions Through Grassroots Marketing



- ▶ **Grew total sales revenue 7% for all 56 restaurant locations in 12 months** through targeted/grassroots marketing campaigns.
- ▶ **Won acclaim/recognition enterprise-wide** for initiatives that radically improved revenue, brand recognition, and consumer retention.
- ▶ **Realized 9:1 return on investment (ROI)** after pioneering relationship database marketing program for 120,000+ customers.
- ▶ **Improved customer retention 10% in just 1 month** after implementing client survey/follow-up protocols.
- ▶ **Increased consumer loyalty subscriptions 11%** by revolutionizing the program with a new social media approach.
- ▶ **Augmented sales 5% in 2 years** after galvanizing franchise owners behind new local and national marketing approaches.
- ▶ **Drove \$500,000 sales boost in 1 month** by deploying massive direct mail campaign; directed graphic design activities.

**EATING & GAMING, Miami, FL**

**10/2010 to 07/2012**

**Training and Market Development Manager**

Served as turnaround agent and key revenue driver by building/leading grassroots business development teams that catalyzed local business growth, maximized customer loyalty, and improved brand recognition. Optimized workforce by taking ownership of critical training and business development initiatives.

*Empowered 90+ employees to accelerate national sales growth and introduced game-changing brand communication tactics.*

- ▶ **Boosted sales 12% and realized substantial traffic increase** for 8 regional locations in 2 years by amplifying employee performance and competitiveness; incentivized teams with in-store contests.
- ▶ **Improved corporate executive redemption rates up to 20%** with enhanced corporate catering offerings/promotions that drummed up reliable repeat business.

**ACME RESTAURANTS, Miami, FL**

**11/2006 to 10/2010**

**Campaign Implementation Manager**



**Ace Award, 09/2007**



**Ace Award, 03/2008**



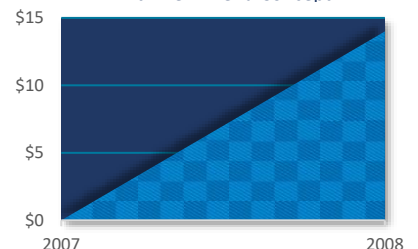
**Ace Award, 09/2009**

Refreshed brand while steering networking/grassroot campaigns for field marketing team. Partnered with advertising firms, vendors, and cross-functional executives to boost effectiveness of all brand strategies and marketing initiatives. Supervised and coached 70+ employees.

*Frequently won recognitions for extraordinary revenue growth across the territory. Received 3 Ace Awards by senior management for directing highly successful growth/marketing initiatives.*

- ▶ **Drove \$20,000 annual revenue growth per restaurant** while rolling out new menu concept to 700+ locations nationwide; increased food sales \$14 million annually.
- ▶ **Cut training costs 6% enterprise-wide** by refining operational and training processes.
- ▶ **Spearheaded 18 simultaneous projects**, meeting all deadlines and budget requirements.

Annual Revenue Growth in Millions With New Menu Concept



**Credentials**

**Degrees:** Master of Business Administration (MBA), Marketing, Miami University, Miami, FL  
Bachelor of Fine Arts (BFA), Graphic Design, Miami Institute of Art, Miami, FL

**Affiliation:** Member, National Black MBA Association, 2010 to Present

**Technical:** Adobe Creative Suite, Microsoft Office Suite, Marketo, Tableau