**Elena Reiss**

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**SUMMARY**

Marketing Analytics Manager with 9+ years of experience leading the design, development, and deployment of innovative digital marketing campaigns from concept to launch. A data-driven leader focused on leveraging insights and the latest marketing technologies to drive brand awareness, lead generation, customer conversion, and sustainable revenue growth.

**SKILLS**

* **Digital Marketing:** Campaign Optimization & SEO/SEM, Creative Direction, Go-to-Market Strategy, Brand Positioning & Messaging, Content Development, Business Intelligence, Web Analytics, Consumer Engagement, UX, Data Analysis
* **Leadership:** Strategic Planning & Execution, Project Management, Process Improvement, Collaboration, Stakeholder Engagement, Interdepartmental Alignment, Coaching & Mentorship, Reporting & Presentations, Lean/Agile, Daily Management, Problem Solving
* **Software:** Google (Analytics, Data Studio, Campaign Manager, AdWords/DoubleClick), Adobe (Analytics, Omniture, Ad Hoc, Workspace), Eloqua, Salesforce, Sprinklr, BrightEdge, Moz, DemandBase, Terminus, (Python, C++, Java- Beginner)

**RELEVANT EXPERIENCE**

**Marketing Analytics Manager, Freeman 2021 - Present**

* Spearheaded the design and development of all aspects of Marketing Analytics for the largest global events company in the world as the sole Marketing Analyst.
* Created a 30/60/90 day analytics plan encompassing all aspects of analytics for the 33-person marketing department.
* Developed an analytics roadmap consisting of plans for connecting data platforms, dashboard development, benchmark creation, and reporting and tagging documentation improvements.
* Increased the average session duration by 378% and improved the goal completion rate by 18 pts for the Experience Experts campaign by conducting audience optimization on Facebook and LinkedIn.
* Developed new global navigation for the website by remapping the user journey to simplify and improve the user experience, reduce contact us form volume, increase lead quality, and maximize efficiency and productivity.
* Created naming conventions across all ad platforms and led the improvement of UTM conventions to support future dashboard developments involving greater campaign attribution.
* Built 8 Data Studio content dashboards and oversaw the purchase and implementation of SuperMetrics to consolidate all data across Facebook, LinkedIn, Twitter, Google, and Bing into 2 social and search dashboards.
* Provided marketing analytics support to top executives including the Executive Committee and Board of Directors quarterly reporting.
* Implemented and trained the marketing department on all aspects of SEO and implemented Moz to continuously monitor SEO operations.
* Prepared the organization for the transition to Google Analytics 4 from Universal by ensuring key metrics are comprised of 1 year of data through the implementation of accurate tagging in GA4 while investigating alternative solutions.

**Digital Marketing Analytics Manager - Digital Marketing and E-Commerce Activation, Philips B2B 2019 - 2021**

* Created plan to expand Media Manager software to incorporate intake forms for campaign dashboards, campaign target setting tool, campaign naming prefix generator, and store reporting data—transform the team from emailing excel documents as standard to the Media Manager software, leading team members through accurate campaign setup.
* Analyzed and optimized B2B campaigns with budgets worth up to $1MM to increase lead generation and conversion.
* Led creative and technical teams to deliver and optimize paid search, display, email, social, and video campaigns and landing pages, which increased leads by up 825% and lowered cost per acquisition by up to 90% for a SEA campaign.
* Served as an Analyst for Philips' brand campaign during the pandemic, bringing in thousands of downloads for materials on how Philips can support hospitals and doctors in diagnosing Covid, setting up telemedicine, and launching portable ICUs.
* Developed processes and implemented automated dashboards. Reworked media management tools to automatically generate QlikSense dashboards, which pull data from Adobe, Salesforce, Sprinklr, and 3rd party data from intake forms.

**Digital Marketing Analytics Manager, Philips Ultrasound 2016 - 2019**

**Digital Marketing Analyst, Philips Ultrasound 2015 - 2016**

* Won the North American Philips Game Changer Award—inspiring a company-wide data cleanup that located and re-directed leads worth millions of dollars in lost sales opportunities directly to the sales team.
* Analyzed web visitor behavior, email campaigns, and web advertising for sites with millions of visitors to measure impact, identify areas of improvement, optimize campaigns, and make strategic recommendations to executive management.
* Contributed to an increase in visits by 255% and leads by 176% for 4,000 web pages through research and SEO/SEM.
* Built the global ultrasound reporting segments based on campaign type and business units to inform marketing strategy.
* Improved collaboration, knowledge sharing, and transparency between the Global Marketing for Ultrasound, the Marketing Communication Team, and Global Markets by creating SharePoint sites that stored all marketing materials for distribution.

**Marketing Contractor, Expedia/ADP 2013 - 2015**

* **ADP:** Served as the SEO specialist for 100+ ADP Automotive Dealership websites by determining required keywords and content for SEO optimization and analyzing data from Google Webmaster Tools. Improved quality metrics by validating website improvements for live sites and creating monthly analysis reports using Google Analytics.
* **Expedia:** Promoted hotel page rankings by developing content for specific geographies. Served as the sole owner of the GSA Database by investigating and ensuring appropriate imagery for hotels to increase listing accuracy. Served as the first support staff member troubleshooting global technical media tickets. Conducted quality assurance for content and imagery.

**EDUCATION & CERTIFICATIONS**

* Bachelor of Science in Computer Science, Western Governors University                           2024
* Bachelor of Science in Business Administration & Marketing, University of Evansville 2010
* Certifications 2020-2022: 7 IBM Data Engineering certifications , ITIL v4, Project +, CIW Site Development Associate, Microsoft Beginner C++, Google Display Ads, 5 UC Davis SEO certifications

**VOLUNTEER EXPERIENCE**

* Medical Chair & EMT, King County Search and Rescue Association (SAR) 2016 - Present
* Technical Rescue Rigger, Washington State Animal Response Team 2017 - Present
* First Aid, CPR, & WFA (Wilderness First Aid) Instructor, the State of Washington 2016 - Present