

# Melanie N. Broemsen

**Digital Strategy. Integrated Marketing. Creative Content. Business Analysis.**

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Accomplished professional driven to achieve ROI with 15+ years of experience delivering innovative, enterprise-level integrated omni-channel digital and traditional marketing strategies in the ecommerce, manufacturing, technology, education, financial services and travel industries. Core strengths include developing strategic marketing plans; identifying, evaluating and incorporating best practices, new trends, techniques and opportunities effectively into the marketing mix; analyzing and navigating competitive online landscapes; and executing campaigns that resonate with and engage consumers, ultimately driving customer acquisition, conversion, loyalty and ROI. Effective business analyst able to identify needs and provide appropriate, real-world solutions.

## General Skills

- High integrity
- Learns quickly
- Strong self-management skills
- Skilled negotiator/facilitator
- Systematic/creative problem solver
- Uses data-driven approach to drive smart business decisions & process improvements
- Excellent writing/presentation skills

## Technology & Digital Skills

- Thorough understanding of business analytics, metrics and KPIs
- Experienced in agile development, ecommerce and enterprise technologies

Deep subject matter knowledge across paid, owned and earned media channels, including:

- Organic Search/SEO
- Social Media Marketing
- PPC & Display Advertising
- Email Marketing
- Content Marketing (strategy & development)
- Mobile
- Online PR/Reputation Management
- Lead Generation
- Web Analytics
- Conversion Optimization
- A/B & Split Testing
- Attribution Modeling

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## CLIENTS

ExactTarget, Nationwide Insurance, Progressive Insurance, Fifth Third Bank, Flagstar Bank, Orlando World Resort, Marriott, Harry & David, OfficeMax, JCrew, Goodyear Tire & Rubber, Diebold Incorporated, Original Penguin, The Timken Company, Moen Incorporated, David Leadbetter and more.

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## PROFESSIONAL EXPERIENCE

### **Content Development Manager, eCommerce | WBC Group | Hudson, OH (2/13 – present)**

Helped drive implementation of four ecommerce (hybris) websites through the software development lifecycle with focus on best of breed technology/functionality from a content and digital marketing perspective for a national distribution company in the health and wellness industry.

- Gathered technical requirements and then collaborated with third-party developers to define specifications and create use cases/sprints in an agile environment.
- Acted as liaison between hybris engineers/managed services and development teams to resolve highly technical issues and deliver proof of concepts, ensuring goals for best practices, third-party software integration and code integrity were achieved.
- Designed workflow and internal processes related to site management, including development and implementation of cloud-based CMS database (QuickBase) to streamline product management.
- Developed KPIs, metrics and executive dashboard reports using a variety of analytics software.
- Delivered digital strategies (SEO, SEM, social media and content marketing), best practices/lessons learned, competitive assessments and industry updates to management team.
- Collaborated with internal and external teams to develop site designs focused on usability/user experience.

- Created style/voice guides, plus trained and managed team of internal and external writers to produce optimized site content, including database of 7,000+ unique, keyword rich product descriptions, style/voice guides, timelines, budgeting and reporting.

#### **Digital Marketing Consultant | 3iCreative LLC | North Canton, OH (2005 – 2013)**

Provided independent consulting services for local businesses and startups focused on web development and digital marketing.

- Worked with clients to define business and website requirements and then implement/deliver solutions, including management of project scopes, timelines and budgets.
- Developed several top-ranked, award-winning websites that resulted in national industry recognition, month-over-month email and social media channel growth and bottom-line ROI.
- Managed strategy and day-to-day activities for several mid-sized Google AdWords accounts.
- Own, built-from-scratch and oversee all activities for 8-year old ecommerce site.
- Trained and mentored clients and colleagues on best practices, industry trends and new technology.

#### **Senior Consultant | Rosetta | Cleveland, OH (2007 – 2009)**

Planned and implemented digital content strategies for enterprise and Fortune 500 clients; primarily focused on SEO, content development and online public relations.

- Developed offsite content initiative that improved client rankings for the phrase “car insurance” and achieved account growth of \$500k.
- Developed new KPIs and reports to better evaluate and communicate results of content strategies.
- Educated internal team and clients on best practices, industry trends and new techniques.
- Achieving a savings of more than 80 hours per month in personnel time and a significant improvement in offsite content distribution by improving business processes.
- Collaborated with vendor to develop new reporting tools specifically designed to meet the needs of interactive agencies, while negotiating a cost savings of 25%.

#### **Internet Marketing & PR Specialist | The Karcher Group | Canton, OH (2003 – 2005).**

- Developed proposals and digital marketing strategies which consistently won new accounts, generated revenue and achieved measurable success.
- Established new service offerings, including online public relations, copywriting and PPC management.
- Produced digital content that yielded 42% growth in order form downloads, improved search engine visibility, increased unique visitors and achieved bottom-line growth.
- Routinely landed coveted interviews and media placements, including a feature in The New York Times.

#### **Marketing & PR Specialist | Fresh Mark, Inc. | Massillon, OH (2002 – 2003)**

- Developed traditional digital marketing strategy campaigns, collateral and strategies.
- Created variety of marketing collateral materials, including full-color catalog, corporate newsletter, FSI and POS merchandising materials and radio commercials for WHBC and Cleveland Indians Radio Network.
- Established gourmet food partnerships for Sugardale Private Collection, as well as recommendations for new packaging and gift basket collections.

#### **Internet Marketing Director | Lodging.Com | Boca Raton, FL (1999 – 2001)**

- Developed strategic plans that achieved 300% increase in sales revenue (\$10 million to \$40 million).
- Managed annual marketing budget of \$500,000.
- Executed PPC campaigns with ROI of 10 times the capitalized investment.
- Leveraged SEO techniques that consistently yielded top rankings in Google and other search engines.

## EDUCATION

BA, Public Relations - Kent State University  
BS, Psychology - Kent State University (in progress)

## ACHIEVEMENTS

2014 – Google AdWords/Analytics & HubSpot Inbound Marketing Certified  
2009/2010 – PRSA National Diversity Task Force Leader  
2008 – Google AdWords /Planet Ocean (Unfair Advantage) Certified  
2006/2008 – IABC Heritage Region Asst. Communication Director

## PROFICIENCIES

Various ecommerce and CMS platforms, including WordPress, hybris, Magento, Oracle, IBM Websphere Commerce and Shopify; HTML and CSS; Apache Solr™; technical SEO, including XML sitemaps, faceted search, concatenation, schemas, mod rewrites and 301 redirect strategies; email marketing platforms, including ExactTarget; web analytics (Jirafe, Google Analytics, ClearSaleing, ClickTracks); digital strategy, including organic search/SEO, social media, PPC and display, lead generation and data mining, site architecture, conversion optimization and attribution modeling.