

CONTACT

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(908) 930-4071

Arlington, VA

EDUCATION

Bachelor Business
Administration (BSBA) and
Psychology

Specialization Marketing

Magna Cum Laude

American University, Kogod
School of Business (2012)

INDUSTRY EXPERTISE

Associations
Automotive
B2B/B2C
CPG/Beverage
Education
Entertainment
Federal/Government
Financial Services & Banking
Healthcare
Hospitality
Pharmaceuticals
Technology

JACKIE ROY

Director, Digital Marketing

PROFILE

Experienced digital marketing professional with a strong background in implementing innovative, strategic analysis to drive business results. I have built and mentored effective teams, that through my leadership, have delivered differentiated client experiences. I have also improved internal capabilities that have driven cost efficiencies and new business wins. My key skills that enable these outcomes include:

- o Building and fostering trusted relationships with my client teams to drive long term growth
- o Executing and strategically managing large multi-channel digital projects, bringing creative thinking and proactive problem-solving
- o Establishing KPIs to quickly identify and measure opportunities for continuous improvement
- o Managing multi-million-dollar paid media budgets that have ignited awareness and consumer action
- o Mastering a variety of social listening and analytics tools to create insightful, highly-visual reports that have generated favorable business outcomes

EXPERIENCE

MXM A PART OF ACCENTURE

June 2019 – Present

Director, Digital Marketing

- o Serves as the paid media, social listening, and analytics subject matter expert, contributing to new business pitches; resulted in multiple wins over the last 6-months
- o Responsible for all aspects of paid social media execution, managing program budgets upwards of \$10M
- o Creates relationships and strategic partnerships with key client stakeholders; has secured incremental business with a client portfolio exceeding \$2M
- o Represents the social insights and paid media practice by leading onboarding for new clients; manages the discovery phase and creation of strategic materials
- o Drives performance accountability through defined marketing metrics, timely reporting processes, and strategic, highly-visual reports using cross-channel data
- o Recruits, trains, supports, and supervises qualified, senior analytics staff; has been recognized by colleagues as a strategic and creative leader
- o Undertakes innovation and evolution efforts for social analytics department by actively seeking internal and external opportunities for improvement and identifying cost efficiencies

MXM (MEREDITH XCELERATED MARKETING)

July 2016 – June 2019

Senior Insights Supervisor

- o Developed an agile and repeatable insights framework that enhanced internal offerings through a 37% time-reduction in report creation and delivery
- o Restructured reporting capabilities and methodologies for multiple clients to provide a holistic view of their online presence; led to increased share of voice and differentiated messaging
- o Designed and developed reports producing key strategic insights leading to incremental account growth
- o Led social listening reporting for clients across several industries as well as internal teams, using tools such as Crimson Hexagon
- o Managed a diverse group of senior analysts while onboarding new staff, inclusive of creation of training documentation and education
- o Led the overhaul of agency-wide social listening policies and reporting that expanded to key client stakeholder trainings
- o Researched, built, and maintained important vendor relationships for social listening and analytics reporting tools

TECHNICAL EXPERIENCE

Analytics: Google Analytics, Adobe

Social Analytics/Listening: Facebook Insights, Facebook Business Manager, Twitter Insights, YouTube Analytics, Pinterest Business Analytics, Tailwind, Curalate, Track Maven, Brandwatch, Sysomos, Crimson Hexagon

Web: HTML, CMS (Drupal and WordPress)

Applications: Dreamweaver, Photoshop, Word, Excel, PowerPoint

Email Marketing: Mail Chimp, Exact Target, Blue Hornet, Act On, Informz

TRAININGS

Google Analytics training
Luna Metrics
September 2014

Facebook Blueprint training
Facebook
November 2018

PRESENTATIONS & CERTIFICATIONS

Presentations

How to Win the Analytics Game
AM&P Annual Conference
June 2015

SEO 101: What Makes a Great Search Result
DigiMaster Session
May 2016

Certifications

Google Ads
October 2019

JACKIE ROY

Director, Digital Marketing

EXPERIENCE (CONT'D)

KETCHUM

September 2015 – July 2016

Project Manager, Digital Research & Analytics

- o Led all aspects of digital projects from RFPs, prospective client pitches, program development and execution, to analysis and presentation of results
- o Partnered with account and client teams to provide strategic guidance in the creation of data-driven tactics; my benchmarking approach was expanded department-wide
- o Established metrics framework and implemented measurement methodologies to track progress of and continuously optimize against client goals across several industries
- o Created performance and trend reports, providing tactical recommendations that drove increased brand awareness, affinity, and transformative business outcomes
- o Used social media monitoring tools, such as Brandwatch and Sysomos, to create in-depth social landscape and crisis monitoring reports; assessment of situations for multi-million-dollar clients led to proactive management of brand messaging and outreach
- o Completed SEO and website audits to identify issues and areas of opportunity with actionable next steps; improved Google search engine ranking for clients' key terms by 2-5 positions, on average
- o Led company-wide webinars around areas of expertise that gained audiences of more than 200 employees worldwide

McMURRY/TMG (NOW MANIFEST)

May 2012 – September 2015

Digital Analytics and Operations Manager

- o Established proprietary analytics structure to effectively and efficiently communicate data, insights, and recommendations
- o Developed graphics-based reporting templates in partnership with the creative team
- o Created strategic, data-based insights, presenting findings to clients' key social media stakeholders on a monthly and/or quarterly basis
- o Facilitated creative brainstorming sessions with internal teams to improve content, social media, and email strategies; led to several pieces of "viral" content (drew 2-5x more pageviews than site's average)
- o Composed e-newsletters for several clients, with a database exceeding 110K subscribers; through A/B testing, improved email open rates by 5-15%, on average
- o Managed major client accounts on a day-to-day basis and key milestones such as website redesigns; through UX enhancements, improved time on site
- o Managed social media accounts for McMURRY/TMG and client; increased client Facebook fans by 21% and Twitter followers by 14% in first month of taking ownership
- o Led SEO push on client sites; increased organic search traffic by an average of 51%
- o Presented on analytics at industry events such as the AM&P annual conference

CORE COMPETENCIES

- o Corporate Communications
- o Data Visualization
- o Digital Advertising Agency Experience
- o Digital Analytics Analysis & Optimization
- o Digital Content & Social Media Strategy
- o Digital Media Planning, Implementation, & Optimization
- o Executive Social Media Coaching
- o Integrated Digital Marketing & Communications
- o KPI & Benchmark Identification & Tracking
- o Marketing Operations & Project Management
- o Recruitment Communications
- o Search Engine Optimization
- o Social Influencer Outreach Programs
- o Social Listening & Crisis Management
- o UX Best Practices