**SHAUNA Di BELLA**

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**SUMMARY**

Laser-focused marketing strategist brings versatile extensive experience with a proven record of dedication and hard work. ***Intentionally transitioned from full time to contracted consultancy roles to work on highly intense and robust marketing campaigns for F500 companies to advance skills and be ahead of the curve***.

**Core Competencies**

* **Digital Marketing Proficiency:** Expertise in SEO, SEM, social, online, email, TV, print and other media channels
* **Data Analysis:** Ability to interpret, leverage data to drive marketing strategies and decisions using predictive modelling and Generative AI
* **Content Creation**: Strong skills in creating engaging and relevant content across various platforms
* **Strategic and Analytical**: Capability to develop and implement effective marketing plans and campaigns
* **Customer Relationship Management (CRM)**: Experience with CRM tools to manage and analyze customer interactions, journey and data.
* **Brand Management**: Skills in building and maintaining a strong brand presence and identity.
* **Project Management:** Proficiency in multiple marketing projects simultaneously, ensuring timely and within-budget delivery
* Skills: Customer Experience and Personalization • Agile Methodologies • Product Development • Budget Management & Forecasting Data Visualization

**PROFESSIONAL EXPERIENCE**

**Founder and Chief Innovative Lead - Bestie Bella Creative Agency, Fort Lauderdale, FL Jan 2022 - Present**

Relocated to Florida full time: Operate full-service marketing agency providing services to drive bottom-line revenue

* Created GTM campaigns for Fiat Italy, Art Basel, Sandals Resorts, law firms, social media influencers.
* Researched and developed personas for targeting, competitive analysis and lead generation campaigns.
* Every single campaign achieved an average;18% of benchmark goals; Fiat campaign churned $9MM above targeted goal in eight-week campaign
* Full time Marketing Consultant**:** contract work for AARP (remote DC) and Grimaldi Law Firm (FL)

**Consultant**

* **Digital Channel Strategist** - **Navy Federal Credit Union, Washington, DC**

Dedicated gamification strategist for credit cards, debit card, checking account and investment products with an emphasis on channel recommendations GTM strategy. Fulfilled one year contract successfully

*Accomplishments:*

* Awarded contractor of the month for new member onboarding journey mapping series / content creation with an emphasis on email to financial product prospects.
* Created an online boarding journey for all members by developing personas to match customer experience and personalization. Presented to C Suite and was awarded “Stellar Achiever for 2Q”
* Dedicated team member of Salesforce transition to PEGA/NBI and Agile Channel / Strategist

**Global Communications Manager - GlaxoSmithKline, MD**

Led and supervised social media risk mitigation advocacy and awareness campaign for Meningitis B vaccine outlining communications and strategies for nine global markets from New Zealand to Brazil.

*Accomplishments:*

* Spearheaded implementation of social listening tool adhering to legal, privacy regulations and medical terminology in each country; Monitored KPIs to increase advocacy and vaccinations buy-ins
* Monitored cost analysis and ROI to meet or save on budget; Wrote 45-page response bank to gauge Sprinklr responses; Monitor paid social and other channels for engagement and optimize as needed. Fulfilled contract

**Merchant Marketing Manager (Contract) – Amex, NY**

Recruited to spearhead new and highly visible email dynamic product to millions of existing AMEX cardholders and AMEX business merchants to drive sales, traffic and increase credit card spend with robust strategies.

*Accomplishments*:

* Launched via salesforce Pega and Moveable Ink to build out scores of dynamic merchant emails monthly, driving offers in the digital ecosystem to match card members’ profiles with merchants
* Define customer journey creating robust and actionable test and learn strategies thereby ***increasing spend generating over $20MM*** in only four months.
* Leveraged proprietary and merchant analytics to define and execute strategy; Partnered with sales, brand and agency teams to lead development of customized naming, visual identity and branding for OPEN's top-tier clients. Offered a full-time role – moved to DMV

**Senior Marketing Campaign Manager (Consultant), Citi, NY**

Fulfilled 18 month contact successfully. Project managed and coordinated all aspects of end-to-end execution strategy for monthly and weekly acquisition campaigns for Citi credit card Double Cash product to existing cardholders and prospects in direct response channels, Direct Mail, Outdoor, Billboard, Online, Social and Digital.

* Ensure consistent and relevant value proposition message articulation, based on customer needs and behaviors
* Grew efficiencies and overall effectiveness for the reward’s online portfolio through innovation in strategy, delivery, creative development and process
* Won national award for 360 Double Cash campaign.

**Digital Acquisition Manager, Humane Society of the United States, DC (FT) 2016 – 6/2019**

Full time role promoted in under a year from Digital Acquisition Manager to **Director of Business Marketing Partnerships**. Managed multi-million budget and strategy campaigns across all paid, mobile, social and digital channels to increase donorship and brand awareness for all HSUS affiliates nationally.

* Spearheaded two largest multi-million-dollar funds resulting in the highest acquisition rate and surpassed revenue goals by 36% and 45% respectively since each program’s inception.
* Project managed cobrand B2B and B2B2D partnerships such as Amazon, eBay, PayPal to drive users to clients’ and donors’ websites for product buy-in, donations utilizing digital, media channels and social channels and programmatic advertising, website optimization.
* Awarded Employee of the Year for Innovation

**Senior Programs Marketing Manager, American Law Media, NY (FT) 2014 – 12/2015**

Owned and executed over forty client engagement and lead generation and acquisition marketing.

campaigns in the legal and technology space; Created audience-centric content assets such as custom email campaigns, webinars, events, videos, microsites, blogs, whitepapers for prestigious clientele such as Dell, HP, Access Intelligence, AMLaw Top 100 law firms. Optimized campaign performance with quality control and A/B testing; Prepared SOW, RFPs, build client facing relationships to retain loyalty; Leveraged content data analytics and tools to track campaign performance, report Key Performance Indicators and evaluate external and internal returns on investment to meet client contracted goals.

**EDUCATION AND CERTIFICATIONS**

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|  | * **Bachelor of Science**: Finance and Marketing, Florida Atlantic University **Certifications:** Cultural Anthropology; University of Southern Denmark; Digital Disruption • Learning Algorithms (Harvard Online); Google Ad Manager Certification; currently studying Data Science and Machine Learning Bootcamp (UC Berkeley)   **TECHNICAL SKILLS**  Workfront, SaaS, Cognos, Sprinklr, Google Analytics, JIRA, Marketo, Tableau; Google Ad Manager, Salesforce NBI, WhatCounts, Naehas, Adobe Creative Suite, OpenX, Javascript, CRM systems, TextMagic.com, Miro, Splunk, Adobe Creative suite |