# janelle grkovic

### Summary

#### Dynamic and results-oriented Senior Marketing Manager with over 15 years of experience driving successful marketing initiatives across diverse channels. Proven track record of developing and implementing innovative strategies to enhance

#### Accomplished team leader with the capacity to organize and manage efforts across simultaneous projects. Skilled at improving operational efficiency through process improvement, project accuracy, and timeline adherence.

### Technical skills

### MS Office

#### Project Management

#### Branding/Content Management

#### A/B Testing

#### Vendor/Agency Management

#### Customer Lifecycle Management

#### Team Leadership

#### Cross-Channel Marketing

#### Digital Marketing Platforms

### Basic AS400

### Photoshop

### HTML coding

### SnagIt

### Coremetrics

### Google Analytics

### Demandware platform

### HubSpot

### ExactTarget

### Listrak

### Professional EXPERIENCE

##### cinch home services – boca raton, fl 07/2019 – Present

Senior Manager of Marketing Operations

#### Lead the execution of multi-channel lead generation campaigns, ensuring alignment with organizational objectives and driving marketing success.

#### Managed a team of direct reports to prioritize and execute ~15 projects monthly, optimizing processes and improving operational efficiency.

#### Strategized and implemented DTC lead generation campaigns, conducting A/B testing to optimize performance and drive positive results.

#### Successfully migrated DTC landing pages into the HubSpot platform, minimizing downtime and maintaining functionality throughout the project lifecycle.

#### **Marketing Campaign Manager, Direct to Consumer, 2019-2022**

#### Developed and implemented multi-faceted marketing strategies to re-acquire customers and generate new leads, resulting in a 7.5% increase in conversions and a 34% reduction in cost per acquisition.

#### Led the migration of three websites into a single platform, streamlining processes and improving website functionality and SEO.

#### Utilized Salesforce Marketing Cloud (SFMC) to deploy DTC email campaigns and lead-nurturing initiatives, driving engagement and customer retention.

#### Supported an organizational rebranding effort by migrating three websites into one new site by leading the redirect strategy for 250+ legacy pages.

##### SlimFast – Boynton Beach, fl 07/2017 – 07/2019

Digital Marketing Manager

#### Established creative direction and KPIs for email, social media, and website marketing efforts, driving qualified leads and enhancing brand visibility.

#### Launched the SMS program, engaging customers with direct offers and messaging, and optimized website performance through streamlined processes.

#### Managed third-party vendor relationships to support website development and digital marketing initiatives.

#### Reduced website crashing by building new processes for website updates, restricting access to the administrative functions of the website, and streamlining the publishing schedule.

##### alfred angelo – delray beach, fl 02/2015 – 07/2017

Email Marketing Manager

#### Designed domestic and international email campaigns for consumers and wholesale partners.

#### Revamped templates and headlines to drive growth in both open rates and response rates through a focus on consumer-friendliness.

#### Recommended and implemented changes within website features and email campaigns based on patterning, best practices, competition, and business goal alignment.

##### additional work experience

#### **JPay | Digital Marketing Manager**

#### **Jarden Consumer Solutions | Digital Merchandising & Ecommerce Marketing Manager**

#### **Office Depot | Digital Marketing Promotions Manager**

#### **Bath & Body Works Direct (Limited Brands) | Email Marketing Analyst**

#### **Palm Beach Jewelry | Marketing Analyst**

### EDUCATION

##### Florida atlantic University

Bachelor of Science in Psychology with a Minor in Marketing

UNIVERSITY OF CENTRAL FLORIDA

SEO Certification, HubSpot Academy