

Laura Mokolke

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Brand Strategy Manager | Project Manager | Marketing Operations Management
| Advertising and Campaign Development | Team Leader

EXPERIENCE

Zimmerman Agency, Fort Lauderdale, FL — Account Director

FEBRUARY 2023 - CURRENT

- Formulate strategic omnichannel marketing plan for Blue Compass RV national and local dealerships including broadcast, paid media, organic social, display, search, and email
- Recommend and implement a national campaign budget of over \$15M to launch the new brand focusing on top-funnel awareness and driving store-level leads
- Conduct regular results and strategy meetings with C-Suite clients regarding campaign performance, and strategic changes in budget and messaging, to keep consistent performance to KPI for growth focused on leads and sales traffic
- Design and deliver monthly organic social calendars for the national brand and brand partnerships

Accomplishments:

- Implement National Brand Strategy for RV Enthusiasts increasing brand awareness and instilling a consistent offer and brand message across 100+ stores resulting in a sales increase of 25% YOY
- Drove over 65% increased engagement on social media and over 80% additional click-through traffic on display and paid media
- Lower CPM on paid social campaign by \$5.75 keeping results below \$10
- Launched HR recruiting site and branding separate from corporate brand

Freelance Marketing Professional

AUGUST 2020 - PRESENT

- Serve as a strategic marketing consultant for a variety of small to medium businesses including healthcare, events, construction, hospitality and travel
- Conduct website audit for SEO and SEM standings, updating metadata, accessibility, and user experience and implement findings including updated website copy and search terms
- Developed MarComm schedule for paid and organic social posting to TikTok, Instagram, Facebook, LinkedIn & YouTube
- Researched and defined marketing campaigns by region and demographic

focused on interest and other retargeting criteria

- Established HubSpot platforms for clients introducing automated marketing principles to increase engagement and sales

Accomplishments:

- Develop a national marketing campaign for healthcare clients focusing on key areas of radiology scan with a regional partnership with the US Ski and Snowboard Association

Newell Brands, Home Appliances and Home Health Boca Raton, FL — Site Experience Manager Marketing Operations Management

NOVEMBER 2022 - JANUARY 2023 (Affected by 01/2023 Layoffs)

- Formulate strategic annual roadmap for multiple brands with the support of cross-functional teams through research and analysis of market and trends
- Standardized all website maintenance projects into Workfront software auditing past project timelines and resources to ensure accurate automated project processes
- Conduct a 2023 budget audit to reduce spend by 25% to ensure critical KPI achievements reducing overall spending through the use of alternative vendors and internal workflows
- Conducted bi-weekly reviews by brand to understand brand and product priorities and adapt the site experience roadmap and project priority list
- Maintained daily workflow for direct report team members by assigning out tickets in Workfront and Jira

Accomplishments:

- Introduce an omnichannel marketing strategy for CrockPot On the Go Products for launch in 5 major retailers in the US and Canada
- Drove a 17% increase in brand recipe visits and downloads through an updated user experience and page layout through Sales Force
- Coordinated an Influencer Campaign for Mr Coffee One Touch driving initial quarter sales 20% over expected
- Implement streamlined website and audit program management that reduced marketing spend by \$300,000 quarterly

Tambourine Marketing, Fort Lauderdale— Onboarding Specialist (Project Manager)

MARCH 2022 - SEPTEMBER 2022 (Laid Off due to slow business)

- Organized onboarding for large hospitality client properties leading to initial kickoff to understand the client's current site and needs for future sites
- Analyze the property's current site for SEO and SEM ranking and review performance analytics to increase visibility and performance utilizing SEMRush, Google, and Adobe Analytics
- Craft strategic outbound marketing campaign with paid media and social media advertising presenting budget and plan to client for approval

- Establish meeting schedule with the client through website design checkpoints presenting the sitemap, wireframe, initial design concept, and client testing leading to website launch
- Forecast budget for current and upcoming projects with cost to the agency, cost of service personnel used, and ensure proper tracking and billing

Accomplishments:

- Increased traffic to Caesars Atlantic City Convention Center website with new site layout and experience by over 10%
- Gained additional contract for Fairmont Scottsdale Princess with the addition of the Christmas at the Princess and Golf Microsites
- Lead the project management team integration into Sales Force Commerce Cloud

Johnson Controls, Boca Raton, FL — Marketing Operations Analyst

AUG 2021 - MAR 2022 - (Position eliminated - Corporate Restructuring)

- Define global marketing projects requested from the regional and product sales teams. Prioritizing projects and writing project and creative briefs from research, surveys, and analysis to develop concept-to-launch plans for new website development, landing pages, annual reports, business white papers, new product launches, and general calendar content
- Advance projects through the agile workflow utilizing Workfront, Jira, Microsoft Project, and SmartSheet
- Provided monthly budget reconciliation and tracking for each project and identified areas to negotiate reduced budget and spend
- Automate creative workflow processes through regular sprint meetings and introduce a creative brief form to ensure the accuracy of project requests

Accomplishments:

- Coordinated the launch of Sales Showcase software highlighting Sensormatic Products driving over a 15% increase in leads from the website
- Oversaw the 2021 Holiday Shopping Report Campaign which averaged 30% more accuracy than the 2020 model for major retailers

Advocate Aurora Health Care, Milwaukee, WI — Contractor - Marketing Project Manager

DEC 2019 - APR 2021 (Original contract extended from 12 months)

- Developed in-depth project plans with creative briefs and technical briefs identifying the overall project, scope, budget, and breakpoints of local and regional healthcare campaigns focused on COVID testing, post-quarantine re-entry, heart health, breast cancer, spine, and men's health
- Partnered with cross-functional teams including account managers and subject matter experts to build and measure omnichannel campaigns utilizing Salesforce and Marketo

- Audit and review customer segmentations to ensure compliance with legal and HIPPA requirements
- Performed research and analysis into industry trends, technology solutions, development applications, and other topics as needed

Accomplishments:

- Supervised the launch of the COVID Check-in App for the Live Well App leading to a 40% decrease in traffic to Emergency Rooms
- Facilitated the introduction of TeleHealth Appointment scheduling and Virtual Appointment sessions with a 135% adoption rate and to the final 2021 numbers in 3 months.
- Managed strategic project of introduction and management of COVID Bot, leading to 40% decreased traffic to Emergency rooms
- Lead the real-time Spanish Translation of the AAH.org site under budget, allowing the Advocate site to begin translation 6 months ahead of schedule.
- Revamped the precept and hiring enrollment and campaign process for the HR/Recruitment teams

Skills:

- B2B and B2C Account Marketing Management
- Campaign Development Strategy and Deployment
- Strategic Brand and remarketing
- Website Development
- Project Management
- Media Forecasting and budgeting
- Performance Analysis
- Customer and product research, industry best practices, and performance trends
- Team Supervisor, coach, and trainer

Programs Software:

Workfront
Jira
HubSpot
Monday
Smartsheet
Microsoft Project
Hive
Adobe Creative Cloud (Photoshop, Illustrator, InDesign)
Google Analytics
Adobe Data Studio
SEM Rush
Wordpress
SalesForce Marketing
Cloud/Commerce Cloud
Microsoft Office / Google Suite
Airtable

EDUCATION

Cardinal Stritch University Bachelor of Science - Business Management 2010

UW Milwaukee Certificate Website Design 2014

UW Milwaukee Certificate Social Media Management 2012