

# Michelle Silva

Expert in: Marketing Strategies | Digital Marketing Campaigns | Content Creation | Social Media | Email Campaigns  
(916) 712-1523 Cell | michellesilvainsac@gmail.com

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## PROFESSIONAL SUMMARY

*As an energetic, process oriented, technology savvy marketing professional with over 25 years of marketing experience, I am passionate about creating highly effective, results-oriented marketing strategies. My strengths include seeing the big picture as well as the details, good leadership skills, and exceptional verbal and written communication. I am also quick to learn the 'Why' of most organizations and apply my knowledge and skills to create achievable goals.*

## HIGHLIGHTS

- **MANAGE** \$1.2m Digital Marketing ad budget across Paid Search, Paid Social, and Affiliate channels
- **SAVED** over \$500k in paid marketing spend in first year by auditing and correcting poor performing channels
- **INCREASED** Paid Search revenue by 48% and return on ad spend (ROAS) by over 50% in first year
- **IMPLEMENTED** HubSpot, a CRM and Automation/Digital Marketing platform for a multinational organization
- **INCREASED** marketing qualified leads (MQL) by 300% in one year via Google Ads and omni-channel approach
- **CONDUCTED** a highly detailed User Experience (UX) audit of a CalChamber eCommerce website, including documentation and recommendations
- **COLLABORATED** on a multi-million-dollar grant project with fellow business educators for R&D of cutting-edge curriculum for California Community Colleges

## QUALIFICATIONS

### ***Digital Marketing Manager, California Chamber of Commerce (Non-profit organization), 1/2020-current***

- Manage \$1.2m annual Digital Marketing ad budget, develop digital marketing strategies to drive prospects through the customer journey stages (awareness, consideration, and decision) for membership, product and online training purchases
- Audited and saved over \$500k in paid marketing spend in first year by correcting poor performing channels
- Manage and collaborate with agency to create campaigns driving monthly revenue and ROAS goals through affiliate, paid search, social, search engines, display, retargeting, and customer segmentation
- Increased Paid Search revenue by 48% and return on ad spend (ROAS) by over 50% in first year
- Created product shopping feeds for Google Shopping and Commission Junction for additional buying options
- Collaborated with Marketing Director to develop marketing plans, quarterly content and campaign rollouts
- Audited digital accounts to find inefficiencies and use data to strategize and create new revenue opportunities
- Developed top of funnel awareness campaign for membership acquisition using webinars targeting prospects
- Optimize and increase marketing conversion paths, rates, and drive marketing-qualified leads for sales
- Develop strategic marketing communications, including value propositions for brand, membership, training, and product marketing across multiple channels and websites
- Manage and optimize landing pages, website calls-to-action (CTAs), and lead-generating forms
- Copywriting for product collateral including advertisements, eCommerce, social, website content
- Present Digital Marketing performance to leadership team on a monthly basis, including strategies and goals to promote membership, products, and training
- Compile monthly reports for digital channel performance, membership acquisition, and campaign effectiveness
- Collaborate with interdepartmental teams to grow and nurture all digital channels and target audiences using Salesforce and marketing automation tools

### ***Communications Specialist, ASC Profiles, NS BlueScope Coated Products North America, 10/2018-current***

- NS BlueScope CPNA is a joint venture between BlueScope Steel and Nippon Steel Corporation
- Successful implementation and sole management of HubSpot, a CMS and automated marketing platform
- Collaborated on marketing plans and strategies as well as launch plans and actions (Plan on a Page)
- Managed, tested and implemented marketing funnel as well as conversion optimization for lead gen
- Managed and optimized landing pages, website calls-to-action (CTAs), and lead-generating forms
- Optimized and increased marketing conversion paths, rates, and drive marketing-qualified leads for sales
- Developed editorial calendar for planned content monthly for multi-channel campaigns and 5 business units
- Created marketing communications for various traditional, paid and owned digital channels; pay-per-click (PPC)
- Oversaw all content strategies for social sites and websites as well as other channels (digital and print)

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- Wrote marketing communications and value propositions for product launches and existing campaigns
- Copywriting for product collateral including advertisements, newsletters, social, website content and videos
- Created and collaborated with Art Director to design creative assets for articles, social, landing pages, websites
- Developed segmented email campaigns to new and existing clients; conduct A/B testing
- Collaborated with Marketing Manager on SEO best practices; integrate plan into website optimization
- Negotiated and managed ad buys with print and digital publications
- Created and managed \$250k+ annual digital advertising budget for Facebook, Pinterest, and trade sites
- Created and managed strategic marketing campaigns for paid advertising, including retargeting
- Reviewed and reported analytics on ROI as well as key digital KPIs
- Prepared internal communications programs and projects

## ***Digital Marketing Campaign Director, Dragonfly Marketing Co., 11/2017 – 10/2018***

- Developed B2B and B2C integrated marketing campaigns with the aim of acquiring and retaining customers
- Defined strategies for non-paid and paid search channels as well as instrumental in strategy execution
- Implemented brand visibility and lead generation efforts for eCommerce and non-eCommerce sites
- Implemented, tracked and measured monthly marketing communication campaigns via HubSpot and Act-On
- Created funnels, lead scores, tracking codes, analytics, and tracking metrics and other methods as needed
- Produced regular reports and analysis to ensure benchmarks, KPIs and expected ROI for paid/non-paid campaign performance supports marketing objectives and maximizes new consumer growth
- Utilized Google Analytics and other 3rd party resources to analyze and track ongoing activities
- Continuously analyzed data to adjust marketing strategies accordingly based on reporting and trends
- Conducted A/B tests; optimized ad campaigns in Google Ads and social ads via Facebook, Instagram, etc.
- Collaborated with multiple stakeholders on brand, web design and web content; provided direction to update existing campaign materials to improve paid/ non-paid search campaigns
- Managed client budgets and report any overspend
- Wrote marketing communications as well as edited and proofread product and marketing campaigns

## ***Director of Marketing and Cyber Security Coordinator, LinkSource Technologies, 7/2015 – 10/2017***

- Created and implemented company's strategic marketing plan and budget
- Setup and implemented HubSpot, an Automation/Digital Marketing platform
- Managed implementation, tracking and measurement of monthly marketing campaigns with a focus on Cloud, Cyber Security and Telecommunications
- Supported sales team by creating marketing collateral and buyer personas (target market and segmentation)
- Created compelling digital and print content for delivery across multiple channels
- Created and managed all in-house graphic design and ongoing website management
- Planned and prepared events and tradeshow for greater brand visibility, networking and lead generation
- Managed cyber security line of business, including advertising and marketing, partners and key stakeholders
- Coordinated cyber security multimedia campaign targeting Government and Public Municipalities

## ***Marketing Strategist, California Chamber of Commerce, 4/2015-7/2015***

- Planned and executed integrated marketing campaigns for eCommerce and demand generation, including email list management, segmentation, and scheduling
- Established tracking codes and tests for response analysis
- Adjusted offers and messaging to maximize ROI based on KPIs and other benchmarks
- Facilitated SEO projects; managed and worked with vendors to implement paid, organic and affiliate campaigns
- Directed and designed national blog site, created editorial calendar for content as well as conducted a highly detailed UX review, including documentation and recommendations for store site
- Coordinated content marketing tactics with SMEs, including blogs, white papers, etc.
- Implemented lead nurturing campaigns to build prospect database to pull product sales
- Setup and developed social media channels to create awareness, engage influencers and measure ROI
- Assisted with the creation of the marketing budget as well as tracking

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## **Digital Marketing & Training Consultant, Virtual Business Marketing, 1/2003 – 4/2015**

- Consulted with over 200 clients across the globe in both the B2C and B2B space
- Managed sixteen remote team members who worked across the country in various capacities
- Created corporate identity packages (logos, letterhead, business cards, etc.), designed eBooks, magazine spreads, press releases, newsletters and websites (Dreamweaver and WordPress)
- Strategized and implemented annual, quarterly and monthly digital marketing campaigns for brand visibility, lead generation, and client retention
- Worked with world-renowned author to launch virtual book tours, setup and host online seminars, launch social media sites as well as eCommerce stores to promote book sales
- Facilitated online marketing training, teleseminars, and webinars on various business educational topics
- Hosted small business educational training and workshops as well as monthly leadership meetings

## **Sr. Marketing Communications Manager, VSP (Vision Service Plan), 10/2013-2/2014**

- Created and managed pre-enrollment toolkit communications for healthcare clients and members
  - Pre-enrollment Toolkit collateral included:
    - Self-service options: email templates, articles, fliers, posters, PowerPoint presentations
    - Custom options: direct mail postcards, email templates, intranet articles, fliers, posters
    - Survey Sales department to obtain current use of pre-enrollment toolkit
- Created and managed third-party financial communications (invoices, dunning letters, financial statements and related communications messages) for healthcare industry
- Created 'on-hold' communications and messaging for 800 #'s
- Developed and executed effective, integrated communications plans
- Managed, created and delivered overall strategic company and product messages
- Created and implemented traditional and digital media strategies and tactics, to ensure branding, message and audience goals were achieved

## **Guest Lecturer, Sierra College, 1/2011-5/2012**

- Responsible for teaching a 10-week section on marketing an online business using online tools and the principles of Social Media Marketing to 2-year college students.

## **Social Media Marketing Instructor, Sacramento Association of Realtors, 1/2010-7/2010**

Taught real estate agents and mortgage professionals how to market themselves through social media.

- Provided weekly hybrid instruction of a Social Media Marketing course using a combination of face-to-face and online training
- Designed lesson plans, handouts, student learning outcomes, syllabi and course materials
- Created marketing materials to encourage student enrollment in courses
- Assessed student performance on a consistent basis

## **Adjunct Instructor, Shasta College, 8/2007-1/2008**

Taught Virtual Office Professional curriculum to college students using WebCT, and online Learning Management Software solution.

- Requested as an adjunct faculty instructor by numerous teachers in business education community
- Designed lesson plans, handouts, student learning outcomes, syllabi and course materials with an emphasis on web-based technology and remote working styles
- Created marketing materials to encourage student enrollment in my courses
- Assessed student performance on a consistent basis

## **EDUCATION**

- American River College, Associates of Arts, Liberal Arts, Graduated 2007

## **CERTIFICATIONS**

- Social Media Marketing Certified Strategist, 2012
- HubSpot Certification – *in progress*