

Profile

Results- and data-oriented **digital analytics** and operations manager with a strong background in web analytics, data management, search engine optimization, social media, content marketing, and online engagement.

- Proven success in analyzing website data from several platforms to produce reports with actionable insights that have led to improvements and growth of clients' products.
- Documented success in increasing online presence, brand awareness, and community engagement through social media and email marketing.
- Dynamic and respected leader offering talent for building lasting relationships with clients, colleagues, and executive management.

Experience

McMURRY/TMG (NOW MANIFEST)

November 2014 – Present

Digital Analytics and Operations Manager

For a world-leading content marketing agency, responsible for defining and implementing analytics reporting, developing strategies, communicating findings with internal team and clients, leading onboarding for new employees in department, project management and managing intern program.

- **Analytics:** Lead on defining company reporting structure, KPIs, and deliverables to effectively and efficiently communicate data, insights, and recommendations. Also identify ongoing opportunities to improve reporting capabilities within department.
 - *Have revamped several client reporting structures by identifying KPIs and creating reports to highlight this data and provide key takeaways to improve strategy. Also to better demonstrate ROI. Responsible for communicating complex data findings with internal team and client.*
- **SEO:** Responsible for leading SEO push on client sites. With revisions to headlines and other key search indicators have *increased organic search traffic by an average of 49% across sites and achieved first page rankings on Google for key terms and phrases.*
- **Strategy:** Lead facilitation of creative brainstorming sessions with writers and social media managers to improve content, social media, and e-newsletter strategies. Sessions have *generated several pieces of viral content and increased brand awareness.*
- **Social Media:** Provide data-based insights to several clients' social media stakeholders to improve strategy and grow following. Have also created a social media best practices guide for company use. *This has resulted in several social media profiles gaining 20+ engaged followers a month, on average.* Formerly ran TMG's and McMURRY/TMG's social accounts.
- **Email Marketing:** Compose daily, weekly, and monthly e-newsletters for several clients, for a database of more than 110,000 subscribers. *Through A/B testing have increased open and click through rates and have grown subscriber base through other online tactics.*
- **Project Management:** Manage major client's account on a day-to-day basis and key milestones such as website and e-newsletter redesigns. Liaison with development team and client as well as the lead on quality assuring all deliverables. *Have improved relations and communications with client and presented successful redesigns.*
- **Onboarding/Operations:** Lead onboarding and training documentation for oncoming department employees. Also plan and execute monthly internal meetings to present best practices and new findings in our field. *Has led to better understanding of discipline among colleagues and translated into high performing client content.*
- **Presentations/Industry Events:** Present quarterly data findings to clients along with strategy improvements via PowerPoint. Also have presented on analytics at industry events such as AM&P annual conference.

Jackie Roy

McMURRY/TMG

May 2012 – November 2014

Digital Content Specialist / Manager

For a world-leading content marketing agency, responsible for **digital analytics**, SEO, content creation and managing two interns.

- **Analytics:** Established proprietary analytics reports that have helped drive several million dollar client wins.
 - Produce monthly, quarterly, and /or yearly analytics reports for clients to contextualize performance. Have *gained insights to improve strategy and increase website visits*.
- **Content Strategies:** Facilitated brainstorming sessions with editors and writers to improve content strategies. Meetings *improved website sessions and resulted in audience growth*.
- **SEO:** Led SEO push on client sites. *Increased organic search traffic by an average of 51% across sites and achieved first page rankings on Google for key terms*.
- **Social Media:** Lead social media manager for McMURRY/TMG and client. *Enhanced exposure, brand recognition, and engagement*. Increased client Facebook "likes" by 21% and Twitter followers by 14% in first month of taking ownership.
- **Email Marketing:** Composed daily, weekly, and monthly e-newsletters for three clients, for a database of more than 89,000 subscribers. Through *A/B testing improved open and clicks*.
- **CMS:** Populated content in CMS for McMURRY/TMG. Led the content transition from WordPress to Drupal.
- **Blogging.** Contributed to Contentology, McMURRY/TMG's dedicated blog. Wrote several pieces on analytics, email marketing, and social media best practices.

TMG CUSTOM MEDIA

May 2011 – May 2012

Marketing Intern

Responsible for significantly growing TMG's subscribership and social following by developing a creative strategy that leveraged analytic insights in addition to managing and refreshing the company blog and monthly e-newsletter with my well received and popular blog posts.

- **Client Proposals:** Assisted SVP, Strategy in research phases of new client proposals, *resulting in several wins*.
- **SEO:** Performed SEO audits on clients' websites and website maintenance. *Resulted in organic search traffic increases*.
- **Social Media:** Co-managed social media platforms (i.e., Twitter and Facebook). *Grew Facebook "likes" to more than 6,000* by posting engaging content and analyzing audience interests.
- **Content Management:** Composed and wrote for the monthly newsletter, Engage. A/B tested headlines and send times. *Improved open rate and grew subscribership by 10%*.

COLLEGE OF ARTS AND SCIENCES, AMERICAN UNIVERSITY

August 2010 – May 2011

Senior Marketing Assistant

Responsible for leading the marketing and social initiatives to grow brand recognition and increase graduate applications.

- **Social Media:** Created and managed The College's social platforms (i.e., Facebook and Twitter). *Grew social following and increased sessions* to the graduate website through smart and engaging content.
- **Content Management:** Uploaded content to The College's graduate website and ensured it featured fresh and timely content.
- **Research:** Performed extensive research to further market The College and increase amount and quality of applicants.

Jackie Roy

Core Competencies

- Analytics Reporting/Tracking
- Content Marketing/Strategy
- Content/Project Management
- Staff Mentoring/Development
- Search Engine Optimization
- Email Marketing
- A/B Testing
- UX Analysis
- Social Networking
- Audience Development
- Blogging
- Keyword research

Technical Skills

Analytics: Google Analytics, Adobe Analytics Suite, SPSS, Google Webmaster Tools, Google AdWords, Moz

Web: HTML, CMS (Drupal and WordPress)

Social Media: Facebook, Instagram, Twitter, Google+, LinkedIn, Pinterest, Hootsuite, Buffer

Applications: Dreamweaver, Photoshop, Word, Excel, PowerPoint, InDesign

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

Education

Bachelor Business Administration (BSBA) and Psychology, Specialization Marketing

Magna Cum Laude

American University, Kogod School of Business (2012)

Training

Google Analytics training (Beginner and Intermediate Analysis)

Luna Metrics

June 2012 and September 2014

Presentations

How to Win the Analytics Game

AM&P Annual Conference

June 17, 2015

Jackie Roy

- Washington, DC, US

Contact Information

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Work History

Total Work Experience: 14 years

- **Digital Analytics** And Operations Manager Mcmurry/TMG
Jan 01, 2014
- **Digital Content Specialist / Manager Mcmurry/TMG**
Jan 01, 2012
- **Marketing Intern TMG CUSTOM MEDIA**
Jan 01, 2011
- **Senior Marketing Assistant COLLEGE OF ARTS AND SCIENCES**
Jan 01, 2009

Skills

- **analytics** - 4 years
- **email marketing** - 4 years
- **seo** - 4 years
- **social media marketing** - 4 years
- **project management** - 1 years

Work Preferences

- Likely to Switch: False

- Willing to Relocate: False
- Travel Preference: 0%
- Preferred Location:
 - Washington, DC, US
- Work Authorization:
 - US
- Work Documents:
 - US Citizen
- Desired Salary: 70,000+ (USD)
- Security Clearance: False
- Third Party: False
- Employment Type:
 - Full-time

Profile Sources

- Dice:
<https://www.dice.com/employer/talent/profile/951ee13b418b34d993dec1ab5445940f>