

SANDRA HADDAD

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SUMMARY

Driven and creative marketer with a five-year track record of increasing efficiency with marketing automation, driving demand through multi-channel marketing campaigns, and designing quality branded marketing materials.

PROFICIENCIES

CRM/Marketing Automation – HubSpot, Salesforce, MailChimp, Constant Contact, ActiveCampaign, Lawmatics, Clio Grow & Manage, MyCase

Website and Integrations - WordPress (plugins Elementor, Yoast, Gravity Forms), Zapier

Graphic Design & Video – Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Canva, Adobe Premiere Pro, Camtasia

Social Media - LinkedIn, Facebook, Twitter, YouTube

Task Management/ Collaboration - Wrike, Asana

Events - Zoom, Eventbrite

Multi-Channel Marketing

Copywriting (short and long-form)

EDUCATION

University of Dayton, 2018
B.A. English
Minor in Film Studies
Minor in Communication
Summa Cum Laude

WORK EXPERIENCE

WEALTHCOUNSEL | Round Rock, TX (Remote) | July 2021 - Present

Marketing Automation Specialist

- Executed in-depth audits, builds, and client training for CRM systems (Clio, MyCase, Salesforce, etc.) and increased efficiency through automations and 100+ system integrations
- Developed and executed custom email marketing strategies for 20+ clients that included system integrations, list segmentation, automated drip campaigns, nurture campaigns, newsletters, and KPI reports
- Designed thousands of custom marketing materials for web and print, including ebooks, brochures, logos, PowerPoint presentations, infographics, flyers, ad creative, and graphics for website, email, and social media

JMT CONSULTING GROUP | Round Rock, TX | Aug 2018 - July 2021

Sr. Marketing Specialist, Apr 2021 - July 2021

Marketing Communications Specialist, Sep 2019 - Apr 2021

- Managed monthly client newsletters that generated upsell and cross-sell opportunities
- Executed promotion by email, web, social media, and third-party resources for 100+ live and virtual events per year
- Built workflows to track event registration/attendance, update Salesforce campaigns, and trigger drip campaigns
- Developed content and designs for website, email, and social channels to generate leads and promote brand awareness
- Improved SEO across the website, which saw a 16% increase in the average monthly visitor sessions from organic search
- Managed social media strategy and execution, achieving a 168% increase in website sessions and 119% increase in new contacts sourced from social media

Sr. Regional Marketing Coordinator, Apr 2019 - Aug 2019

Regional Marketing Coordinator, Aug 2018 - Apr 2019

- Established Regional Marketing Coordinator (RMC) position and operating procedures by creating a roadmap of the role's responsibilities
- Led RMC team and trained 5 new RMCs in market research, event planning, outbound communication strategies, business development, CRM data cleansing, list segmentation, and campaign management
- Conducted database development and market research of prospects, influencers, and associations to identify best means of generating leads
- Assisted marketing and events team in planning and executing events

SHOOK CONSTRUCTION CO. | Dayton, OH | Jan 2018 – Apr 2018

Marketing Intern

- Managed the social media accounts, increasing engagement on platforms such as Facebook by 46%, Twitter by 11%, and Instagram by 120%
- Filmed and edited video footage of build sites, developing a video series to promote projects and initiatives
- Designed custom project logos and branded company documents