

ABBY FEAUTO

DIGITAL MARKETING LEADER

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PROFESSIONAL SUMMARY

Creative and savvy marketer with an self-starting spirit, abundant tool box of MarTech skills, and a keen eye for design who brings a positive, professional attitude and spark to the work environment. Collaborative, fun, goal-oriented, and incredibly hard working.

EDUCATION

B.S. BUSINESS ADMINISTRATION | MARKETING | *California State University, Long Beach* | DEC 2012
CREATING WORDPRESS WEBSITES LEVELS 1 + 2 | 48 HR PROGRAM | *Santa Monica College* | OCT 2014
DIGITAL MARKETING | 60 HR PROGRAM | *General Assembly* | OCT 2015
EMAIL MARKETING CERTIFICATION | 4 HR PROGRAM | *Hubspot Academy* | JULY 2017

EXPERIENCE

MARKETING MANAGER | FEBRUARY 2019 - CURRENT
Precision Property Measurements, Long Beach, CA

Managing, leading, and executing all marketing strategy and initiatives including the company brand, sponsorship channels, digital marketing programs, campaigns, marketing automation, and sales alignment. Responsible for lead generation targets and key marketing metrics. Directing brand storytelling through social media and various marketing channels. Designing and optimizing the website for enhanced user experience and conversions. Organizing trade shows and networking opportunities to drive new leads and nurture existing leads/clients from pre-event demand generation to post-event follow-up. Ensuring sales and marketing alignment throughout all campaigns and initiatives.

MARKETING MANAGER | DECEMBER 2017 - FEBRUARY 2019
Clever Hospitality, Los Angeles, CA

Developed strategic quarterly marketing plans for restaurant concepts driving in-house, delivery, catering, and event traffic. Paired strategy with tactics to execute the marketing plan through a multitude of channels. Designed all promotional material including digital and print. Managed restaurants' reputations across consumer review sites: Yelp, Google, Facebook. Conceptualized and executed social media plan driving engagement and increasing followers by 25%. Ensured alignment with each restaurant's management team. Created and maintained targeted Instagram ads. Facilitated and drove engagement through influencer collaborations.

DEMAND GENERATION SPECIALIST | JULY 2016 - JANUARY 2018
Catapult Systems, Austin, TX

Collaborated with Marketing team to strategize, execute, and automate email marketing campaigns through Marketo and Unbounce driving marketing and sales qualified leads in a fast-paced, high-demand environment. Designed visually appealing headers and landing pages to attract and convert prospects. Reimagined, wireframed, and redesigned web pages to complement content and move prospects along the buyer's journey. Reported and analyzed email performance and web activity to make data-driven, strategic changes. Researched competitors to strategize, define, and highlight our competitive advantages. Created buyer personas to assist sales and marketing in better understanding our target customers.

MARKETING CONSULTANT | JANUARY 2013 - JULY 2016
Abby Feauto Marketing, Los Angeles + Orange County, CA

Researched and developed a new product's marketing strategy with focus groups, surveys, and A/B testing. Created a new product beta launch marketing plan in test markets. Strategized, created, and executed digital marketing campaigns across digital channels to achieve brand awareness, engagement, and web traffic. Strategized email marketing campaigns to deliver value through promotions, complimentary education opportunities, and other engaging content. Coordinated and executed event booths including asset creation, event table layouts and purchasing of promotional materials to drive engagement and qualified leads.

SKILLS

TECHNOLOGY | Microsoft Office | Adobe Illustrator (Advanced) | Adobe Indesign (Advanced) | Adobe Photoshop (Intermediate) | Adobe Premiere (Intermediate) | Marketo (Intermediate) | Infusionsoft (Advanced) | WordPress (Advanced) | Unbounce (Advanced) | Google Analytics (Advanced) | Google Ads (Intermediate) | Constant Contact | Mail Chimp | Hootsuite | Survey Monkey

SOCIAL MEDIA & DIRECTORIES | Facebook | LinkedIn | Twitter | Instagram | YouTube | Yelp | Google My Business