

Emily Yutzy

Marketing Director

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864-395-8215 • Simpsonville, SC

Top performing Marketing leader with a record of success in directing content marketing, analytics, market research, and project management. Strong strategic thinking skills to develop and implement social media and digital marketing campaigns that drive brand awareness and revenue growth. Solid interpersonal skills leveraged to cultivate relationships with peers, colleagues, reports, management, and business partners.

Areas of Expertise include:

- Strategic Marketing
- Market Analysis
- Process Improvements
- Content Development
- Project Management
- Creative Writing
- Budgeting/Forecasting
- Business Operations
- Team Leadership
- Social Strategy
- Public Relations
- Stakeholder Engagement

Professional Experience

Vocati, Inc. • Greenville, SC • March 2018 to Present

Marketing Consultant (Part-Time)

Lead market research and competitive analysis activities designed to develop and execute a go-to-market and pricing strategies for the AccompliTrack SaaS product. Manage intern and a team of graphic designers and scriptwriters. Created social media accounts, the social strategy, and manage the content via Hubspot & WordPress

Key Contributions:

- Created media kit, website content, and SEO blog posts to properly communicate product to target market.
- Managed video production team to produce a promotional video; defined scope of work, negotiated contract terms, and developed an overriding theme for the final product.

Cleva North America, Inc. • Greenville, SC • February 2013 to November 2018

Marketing Manager

Directed and contributed to creative teams to develop and execute digital marketing campaigns and graphic design projects that align with corporate goals. Analyzed campaigns and reported results to owners. Oversaw planning, budgeting, project management, and logistics for annual national trade show events. Collaborated with product development teams on market research; Wrote SEO-optimized website content for corporate branding sites and retail customer product pages.

Key Contributions:

- Led marketing and sales teams to design a Voice of Customer (VOC) program to analyze and solve business challenges; efforts were recognized through receipt of the 2017 MarCom Award for packaging design.
- Drove positive online mentions/reviews up by 35% by development and executing of a daily User Generated Content (UGC) & online reputation management strategy. Train and lead e-commerce staff on daily maintenance of the program.
- Developed trade show exhibit house RFP process, negotiated contract with new vendor which resulted in \$11K savings (9% of budget)

First Niagara Bank (Formerly Banyan Consulting) • Pittsburgh, PA • February 2004 to October 2012

Marketing Coordinator

Managed inbound marketing initiatives and Implemented strategic marketing plans for various lines of business in insurance consulting division. Designed promotional materials including, but not limited to, corporate brochures, product data sheets, presentations, and proposals. Organized event marketing webinars and seminars. Managed marketing interns.

Key Contributions:

- Tracked sales goals, generated revenue reports, and drafted comprehensive RFP responses to support sales team
- Leveraged Google Analytics to analyze effectiveness of inbound marketing campaigns; issued recommendations that significantly improved traffic by 40% in 5 months and tripled new visitors in 1 year.

Carnegie Mellon University • Pittsburgh, PA • October 2000 to September 2003

Marketing Assistant/Support Staff II, Student Life

Designed marketing materials (e.g., logos, brochures, flyers, posters) to promote university events and programs. Provided administrative support to ensure cost-effective office operations.

Key Contributions:

- Resolved operational and project issues to ensure consistency and quality.
- Recruited and managed student worker teams each semester.

Previous roles include Advertising Specialist at Winn-Dixie, Inc. (Clayton, NC)

Professional Development

Toastmasters International • Greenville, SC • August 2016 to Present

Vice President of Public Relations • Pelham Toastmasters Club • July 2016 – June 2017

Increased membership by 20%; developed and implemented a digital marketing plan to increase club membership and member participation. Specific tactics included strategic social media activity, website refresh, event listings, and club newsletters. Results were measured, and tactics were optimized on quarterly basis.

Key Achievement:

- Recipient of Toastmasters' Leadership Award & Seven "Best Speaker" Ribbons

Education

Certificate in Graphic Design

Living Arts College • Raleigh, NC

Communications Studies

Carnegie Mellon University • Pittsburgh, PA
North Carolina State University • Raleigh, NC

Technical Skills

Adobe Creative Suite, MailChimp, AYTM.com, SurveyMonkey, ReviewMonitoring.com
Google Adwords, Google Analytics, WordPress, BigCommerce, Asana (Project Management), HubSpot (Inbound Certified)

"Her intellect, desire for continuous improvement and passion for quality work has provided a solid foundation and roadmap for success."

Manager @ Cleva North America, 2017 Performance Review