

TONYA CARDINALI

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PROFICIENCIES

- Digital Marketing
- ROI Generation
- Brand Building
- Project Management
- Business Development
- Communication Planning
- Program Development
- Budget Development
- Strategic Planning
- Contract Negotiations
- Employee Management
- Digital Advertising
- Email Marketing
- Data Analysis
- E-commerce
- Marketing Analysis
- Team Collaboration
- Product Development
- New Product Launch
- Demographic Targeting
- Marketing Automation
- Gamification

SOFTWARE SKILLS

- HubSpot
- Pardot
- Marketo
- MonsterConnect
- Drift
- Basecamp/Asana
- Intercom
- Outreach
- SEMRush
- Microsoft Office Suite
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Acrobat Professional
- Salesforce
- MicroStrategy

CERTIFICATIONS

- Certified Intelligence Professional CIP-1
- HubSpot Marketing
- Google Analytics
- Google Ads
- SEMrush

ABOUT ME

With nearly **15 years of experience** building brands, teams and relationships, I translate numbers into **insights** to optimize **ROI**. Combining data with experience, **creativity**, and intuition, I design campaigns that generate **results**.

EMPLOYMENT HISTORY

SPATIAL NETWORKS – St. Petersburg, Florida

SaaS Software Company

July 2018-Present

Marketing Director

KEY ACCOMPLISHMENTS

- Doubled monthly MQLs by optimizing ad budget, campaigns, and web traffic through search engine optimization (SEO) and content marketing strategies
- 281% increase in marketing-related MRR compared to same quarter previous year
- 18% increase in SQL from implementation of automated nurture email campaigns, and sales automation
- 27% increase in overall web traffic and 37% increase in organic web traffic YoY by using data analysis to identify opportunities to develop engaging content
- Increased social media following by an average of 25% per platform for Facebook, Twitter, LinkedIn, Instagram, and YouTube
- Increased reply rate on sales emails from 36% to 66% by revising subject lines and content

RESPONSIBILITIES

- Managed Marketing efforts through a Series A funding round that raised \$42.5M
- Developed personas to drive the content strategy for email campaigns, website redesign and content, and brand overhaul
- Create monthly reports, translating numbers into insights for the Executive team
- Documented customer journey and made recommendations to improve conversion rates
- Hosted webinars to nurture, generate awareness, and generate new leads
- Managed departmental workflows, marketing strategy and content calendar, and delegated marketing requests
- Managed and optimized Google Ads, Bing Ads, Apple Search Ads, Facebook Ads, LinkedIn Ads, Twitter Ads, iOS App Ads, and Android app ads
- Implemented lead lifecycle process and lead-scoring in collaboration with the Sales team
- Actively engaged customers to optimize messaging, product development, and enhance online reputation
- Grew pipeline by creating, executing, and leading the demand generation strategy across every stage of the buyer's journey with clear goals, objectives, strategies, and tactics
- Managed day-to-day marketing efforts including demand generation, sales enablement, corporate positioning, market/competitive analysis
- Evaluated data to report on ROI and determine effective strategies for optimizing initiatives
- Collaborated across departments to manage brand consistency and share ideas that contributed to sales growth
- Designed email campaigns for all phases of the sales funnel to turn prospects into customers and keep customers engaged
- Monitored NPS survey results and leveraged responders to generate online reviews on Capterra, G2 Crowd, and Get App

DATA AGE BUSINESS SYSTEMS – Tampa, Florida

SaaS Software Company

August 2015-July 2018

Marketing Director

KEY ACCOMPLISHMENTS

- Increased web traffic through search engine optimization (SEO) and content strategies by 37% YoY and 48% over two-year span
- Generated demand through Google Ads and SEO that attributed to approximately 23.5% of overall monthly sales
- Increased Google Ads conversions 47.4% while reducing the cost per conversion by \$1.67 YoY
- Quadrupled organic Facebook reach YoY with content strategies that included partnerships with other industry vendors to provide quality content for customers and prospects
- Increased Facebook page likes by 22% YoY
- Named Employee of the Year for 2016 and Employee of the Quarter for Q2 2016
- Won Most Innovative Trade Show Booth in 2016

RESPONSIBILITIES

Created, implemented, and managed content marketing plan including blog, website, and social media. Managed online reputation by soliciting positive reviews from customers and employees on Facebook, Google, Capterra and Glassdoor. Monitored social mentions and activity to ensure timely responses, identify sales opportunities and identifying issues early on. Analyzed trends in data to make recommendations for continuous improvements. Implemented HubSpot for lead generation, content marketing, landing pages, marketing automation campaigns. Managed workflows in a fast-paced environment for a team of designers using Agile marketing. Collaborated weekly with the Executive team on performance of digital media, and development and implementation of strategies.

- 69% increase in blog views and 30% increase in website leads YoY
- Ran Facebook ads to generate awareness and leads to targeted lists including custom audiences
- Developed email drip marketing campaigns for all stages of the sales funnel
- Managed tradeshow messaging and preparation
- Generated targeted e-mail promotions that increased open and click-through rates, doubling monthly add-on sales and increasing new business
- Wrote and edited company blog; collaborating company-wide to generate content that increased organic SEO results
- Facilitated new product strategies from product conception to launch and ongoing awareness
- Lead naming convention, rebrand and launch strategy for cloud-based eCommerce software acquisition

EDUCATION

Youngstown State University
Williamson School of
Business Administration
AACSB Accredited

Degree:

Bachelor of Science in
Business Administration
2004

Combined Major:

Advertising Art

PROFESSIONAL DEVELOPMENT

- Strategyzer Mastering Value Propositions
- Strategyzer Mastering Business Model Design
- Leadership Development Program
- Agile Training — Scrum Training for Product Owners
- Florida HAZMAT Training and Certification
- Adobe® Photoshop® CS4 Down & Dirty Tricks Seminar
- PTEC — Intermediate Excel Training
- Power Home Health Referrals – Referrals Conference
- Workforce Education—6-week sign language course
- SkillPath Seminars— Business Writing & Grammar Skills Made Fun and Easy
- SkillPath Seminars—The Conference for Women

SYKES ENTERPRISES – Tampa, Florida

Director, Global Strategy Brand Marketing & Public Relations

Business Process Outsourcing Company

November 2013-August 2015

KEY ACCOMPLISHMENTS

- Worked with a global team to facilitate a complete brand overhaul including all channels
- Researched, planned, negotiated and implemented employee communication and engagement tool solution, cutting costs by 50% from previous tool
- Conceptualized a unique sales tool to be built so sales team could customize presentations on the fly
- Worked with R&D Team to create a theme and benchmarks, and implemented gamification portal to improve performance and sales among Agents

RESPONSIBILITIES

Lead corporate branding efforts. Coordinated projects, including managing timelines and monitoring project costs. Allocated appropriated resources for all creative assignments. Collaborated on copy, layout and direct response format. Evaluated concept performance results.

- Lead global brand management teams in the conceptualization and design of campaigns and projects including providing creative direction and inspiration to team
- Developed and executed plans supporting key initiatives and programs within the business
- Supervised, supported, and inspired internal and outsourced resources for art, copy, and strategy management
- Developed creative assignment plans to convey goals, objectives and deadlines
- Directed creative resources to develop effective creative concepts to meet marketing strategy objectives
- Provided leadership and direction on branding services, story ideas for internal communications and sales and marketing projects
- Provided creative leadership to new products and business opportunity development

VALPAK/COX TARGET MEDIA – Largo, Florida

Direct Mail Marketing – Print Industry

Digital Product Manager

July 2011-March 2013

KEY ACCOMPLISHMENTS

- More than doubled product implementation/franchise adoption goals. **Goal:** 20 franchises **Actual:** 44 franchises
- Implemented programs to increase consumer acquisition and retention via e-mail, social, mobile, online experience, etc.
- Managed e-commerce enhancements that improved retention rates from 11% to 24% return customers
- Improved Online traffic through SEO, SEM Google Ads and remarketing campaigns, and other content strategies
- Reduced costs by more than 400%, generating a positive revenue flow for a product that was previously losing money month-over-month

RESPONSIBILITIES

Developed new media/digital product line to meet departmental and organizational goals, sales plans/strategies and customer needs. Assisted in developing digital product and service concept recommendations which articulate the market, financial and corporate opportunity. Built digital product expansions for new media products including product specifications, prototyping and testing. Worked with Development teams and franchises to Implemented Salesforce Enterprise CRM.

- Developed efficient work flow processes and procedures to utilize print, audio, and video content in product offerings
- Served as subject matter expert resource to support franchise network, New Media Business Development team, IT and national sales efforts
- Monitored, analyze, and anticipate market and technological trends, developments and digital product opportunities to help determine digital product recommendations within the scope of corporate and department objectives
- Reported key business indicators, product status and financial analysis regularly
- Managed partnerships with high-profile companies such as 8-Coupons and InComm
- Managed Social and consumer engagement campaigns including Facebook, Twitter, LinkedIn, Google+, Blogging and e-mail