

# MEREDITH DARLING

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## PROFESSIONAL EXPERIENCE

### Senior Marketing Manager

KEY | *May 2018–present*

- Solely responsible for all aspects of marketing, from email development and strategy, content creation, website and landing pages, brand, and customer experience.
- Redesigned the email marketing strategy, resulting in an 81% increase in direct response after two months, 94% increase in clicks, and 26% increase in conversions.
- Works closely with product team in creation of our IP, focusing on the guest journey, UX design, messaging, and brand compliance.
- Currently re-designing the email strategy again to align to product changes and new lines of business, with the specific goal of driving landing page engagement. At the same time, managing email client migration to Marketing Cloud and introducing advanced personalization tools like Movable Ink.
- Constantly monitoring analytics to identify trends and update strategy action to align to company goals.
- Wrote company brand statements (mission and positioning statements) and brand guidelines (copy, design, voice).

### Senior Account Executive

Drumroll | *May 2015–April 2018*

- Managed, strategized, and analyzed email for Microsoft Store and Windows Store promotional efforts, automations, triggers, and custom landing pages globally.
- Redesigned a variety of CRM email initiatives to spike customer engagement and brand loyalty such as welcome path, we miss you, cart abandon, browse abandon, and post-purchase lifecycle, including automation logic.
- Developed promotional email strategy and editorial plans quarterly, layering in target audience strategy with testing objectives and KPI optimization.
- Created segmentation and list strategy (including list integrity and health) plans based on engagement and purchase behavior).
- Reported on front and back end performance metrics, analyzing against KPIs, and implements lift strategies with constant testing (RTO, multivariate, and A/B).
- Directly managed and was responsible for the growth and mentorship of two Account Executives.
- Developed a tool of customizable email templates within ExactTarget, allowing international markets to support promotions in a timely, branded fashion.
- Oversaw all US and international deliverables to ensure brand cohesiveness on a global level, including templates and HTML best practices.
- Collaborated closely with the client, data managers, project managers, designers, and software engineers.
- Presented revenue forecasting and monthly reporting against benchmarks.

### Social Media Manager (Freelance)

BarkHappy | *November 2015–November 2016*

- Email coding, social media management, and graphic design.

### Interactive Manager

MOSAK Advertising & Insights | *December 2013–April 2015*

- Responsible for the entire Interactive Department including social media, email, text, SEM, and web development.
- Managed a team of four including two developers, a content strategist, and a digital advertising specialist.
- Developed interactive site architecture and programming code for new websites and other web projects.
- Coded, tested, and deployed emails using responsive design.
- Coordinated interactive/web content with other client promotional and marketing materials to ensure copy and content was current and supported/enhanced the overall strategic marketing plan.
- Created strategy and launch plans for a variety of online advertising formats like Facebook Ads and Google AdWords.

### Social Media Support Specialist

Harte-Hanks | *April 2013–November 2013*

- Engaged with customers and prospective customers by using social media to monitor and engage with information circulated about the Samsung Mobile and MLB.TV brands.

### Social Media Manager

Social Media Delivered | *July 2011–January 2013*

- Interacted, monitored, and measured analytics for clients' social accounts and provided regular status updates.
- Trained and consulted on LinkedIn, Facebook, and Twitter strategies for B2B and B2C companies.
- Oversaw three interns in the Austin intern program.
- Led process improvement project to document and strategize company's policies and procedures.

### Dallas Regional Manager

Gail Darling Staffing | *February 2010–October 2011*

- Government contract analysis and lead research.
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## EDUCATION

University of Texas at Dallas

*B.A. Business Administration, 2009*

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## TOOLS/KNOWLEDGE

HTML, CSS, responsive design, InDesign, Illustrator, Photoshop, Dreamweaver, Salesforce Marketing Cloud, Pardot, BlueHornet, Mailchimp/Mandrill, Litmus, Network Solutions, Movable Ink, Persado, Tableau, WordPress, HootSuite, Audience Point.

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## CONTACT

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