

Edward Palmer

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SUMMARY

Seasoned marketing leader with over 20 years of experience, adept in leveraging marketing technologies and data analytics for customer acquisition and lead generation. Expertise in integrating MarTech like Marketo, Salesforce, HubSpot and Adobe Experience Manager to enhance digital marketing operations. Experienced in B2B and B2C, brand, sales, marketing campaigns and analytics.

WORK EXPERIENCE

LEIDOS

Nov 2023 - Oct 2024

Digital Marketing Contractor

- Developed and implemented a comprehensive digital marketing strategy, encompassing website design, user experience enhancement, and A/B testing, resulting in improved engagement metrics.
- Oversaw content creation, social media campaigns, email marketing initiatives, and web analytics, driving lead generation and optimizing online presence.
- Develop and implement comprehensive marketing strategies to support B2B engagement.
- CRM Management, Salesforce and HubSpot, creating engaging segmented B2B email campaigns.
- Create, measure and analyze innovative marketing campaigns across various channels for positive growth.
- Developed and maintained a marketing calendar and project manage (Monday.com) marketing initiatives.
- Conduct market research and competitor analysis to identify opportunities within the industry.
- Created a SharePoint content library (DAM) to maintain marketing collateral and product version control.
- Manage the organizations brand presence in physical and digital formats (i.e., website, product collateral, email engagement, etc.).

AMERICAN PUBLIC UNIVERSITY SYSTEM

AVP, Marketing Digital Operations & Marketing Technology

Sep 2009 - Oct 2023

- Managed a digital marketing team in leveraging marketing technologies and data analytics to refine strategies and improve lead generation, directly contributing to B2C & B2B customer acquisition.
- Directed the integration of advanced marketing tools, including Marketo, Salesforce, and Adobe Experience Manager, enhancing the team's capacity for data analysis and customer engagement.
- Re-engineered the Prospect Management process to accentuate personalized communication, significantly aiding in the growth of lead quantity and quality, contributing to a year-over-year customer growth.
- Fostered cross-departmental and external partnerships to refine product-market alignment, testing, and analysis, supporting targeted campaign development and execution.
- Oversaw the development and maintenance of content-driven websites, driving an upsurge in web traffic and newsletter subscriptions, while strategically managing the digital marketing budget to maximize ROI.

FINEPOINT TECHNOLOGY

Herndon, VA

Digital Marketing Contractor

- Developed a corporate WordPress website, enhancing user experience, and supporting content management for B2B and B2C marketing initiatives.

SALIENT CRGT

Fairfax, VA

Digital Marketing Contractor

- Orchestrated a comprehensive overhaul of the corporate website, focusing on user experience enhancements, content creation, and A/B testing to improve visitor engagement and conversion rates.
- Devised and executed targeted email marketing campaigns and lead generation strategies, leveraging site analytics to inform and refine marketing efforts.

APPASSURE SOFTWARE

Reston, VA

Digital Marketing Manager

- Directed comprehensive digital marketing strategies, encompassing website optimization, social media engagement, and targeted marketing campaigns, enhancing the company's online presence and lead generation.
- Implemented digital prospect management initiatives, contributing to the company's progression and eventual acquisition by a major industry player.

NETWORK SOLUTIONS

Chantilly, VA

Senior Online Marketing Analyst

- Conducted comprehensive web traffic analysis using tools such as Omniture, SiteCatalyst, Discover, DataWarehouse, Google Analytics, and MicroStrategy to inform website and storefront enhancements.
- Contributed to the improvement of user experience and the growth of web profitability through data-driven decision-making.

COX COMMUNICATIONS

Chantilly, VA

Marketing Manager

- Led the creation and management of digital content across corporate websites, ensuring cohesive brand messaging and design.
- Acted as the key point of contact for integrating e-commerce solutions, enhancing online user experience and B2B and B2C business processes.

DISCOVERY CHANNEL

Bethesda, MD

Online Marketing Analyst

- Analyzed international web traffic to identify and capitalize on revenue-generating opportunities across various channels.

EDUCATION

George Mason University

Fairfax, VA

Bachelor of Arts (BA), Communication – Marketing | Telecommunications

SKILLS

Leadership • Partner / Agency Management • Brand & Product Marketing • Continuous Process Improvements • B2B / B2C Marketing Budgeting • Analytics and Reporting • Research • Overcoming Obstacles • Contracting • Consulting • Product Marketing / Campaign Strategy • Web Development and UX • HTML • SEO • SEM • Paid Media • Marketing Analytics / Flow Analysis • Customer Relationship Management (CRM) • HubSpot • SharePoint • Database Management • Salesforce • Marketo • Ontraport • Adobe Experience Manager • Digital Transformation • Microsoft 365 • Google Analytics • Optimize360 & Optimizely (A/B Testing) • UAT WordPress • Drupal • Google Analytics / Optimize 360 • Monday • Asana • RoboHead • Jira • Confluence • DOMO Requirements Assessments • Quality Assurance Risk Id / Mitigation • Compliance • Analytics • Metrics