

Edward Palmer

AVP, Marketing Executive

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An Online Digital Marketing Executive with 20 years of leadership and project management experience. A team-over-self-leader with a record of building & nurturing teams that feel a sense of ownership in their tasks to stay focused and bring new and tested innovations that make the greatest impact for the good of the organization.

RELEVANT WORK EXPERIENCE

American Public University System, Charles Town, WV (Remote)

2009 – Present

AVP, Marketing Systems

Executive leader to a digital marketing Agile team that develops top of funnel websites and landing page (B2C & B2B) environments while supporting digital innovation, lead and prospect management, CRM, CRO, SEO, PPC, SEM and a multitude of Marketing initiatives to support the University and its internal and external clients.

- Implemented a sophisticated MarTech Stack of data-driven tools and marketing automation platforms to improve the customer prospecting & management experience such as Marketo, Salesforce and CDP.
- Transformed the prospect management process to create personalized engagement and constant contact campaign management to provide the admission team quantity and qualified prospect-to-student leads.
- Increased conversion rate (CVR) YOY by producing over 80% of leads through our landing page (over 400) campaigns, nearly 400K sessions per month and over 10K average users per day.
- Produced and managed multiple WordPress blogs to support the content marketing strategy, brand and thought leadership producing over 275K sessions per month and over 150K newsletter subscribers.

AppAssure Software, Inc. Reston VA

2008-2009

Digital Marketing Manager

- Managed Digital Marketing to include websites, social media, marketing campaigns and digital prospect management initiatives. AppAssure was a start-up, B2B SaaS, backup and recovery software company, founded in 2006. It was purchased by Dell. It has since been subsumed by Quest Rapid Recovery.

Network Solutions – Chantilly, VA

2006-2008

Sr, Online Marketing Analyst

- Analyzed web traffic (Omniture; SiteCatalyst™, Goggle Analytics and MicroStrategy) to assist in decision making of website/storefront enhancements to optimize the UT and increase web-profitability.

EDUCATION

George Mason University, Fairfax VA

1999

BA, Communication – Marketing

SKILLS & TOOLS OF THE TRADE

Digital Marketing Management & Strategy (Web, Social, Email), Website Development, SEO, Customer Relationship Management (CRM), HubSpot, Database Management, Salesforce, Marketo, Digital Transformation, UAT, Consulting, Leadership, WordPress, Drupal, Google Analytics & Optimize 360, Monday, RoboHead