

Stacy McCarthy

Digital Marketing and Events Manager

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Summary

Strategic Digital Marketing Manager with background in developing and implementing comprehensive digital marketing strategies. Demonstrated expertise in developing Marketo email marketing campaigns, custom content creation, website analytics, custom landing pages, and responsive multi-page online magazines and reports using Bootstrap with CSS Framework. Exhibited success in enhancing online presence while driving growth and improving brand image. Proven ability to lead teams towards goal attainment through innovation, educational training and creativity. Highly-motivated employee with a strong work ethic, adaptability, a desire to take on new challenges and exceptional interpersonal skills. Adept at working effectively unsupervised and quickly mastering new skills.

Skills

- HTML and CSS
- Bootstrap Framework
- Marketo
- Responsive Web Design
- Cvent
- Microsoft Office 365
- Dreamweaver
- Video Editing
- CRM/Salesforce
- Zoom
- GoToMeeting
- GoToWebinar
- Survey Monkey
- Photo editing
- Adobe Photoshop
- Photography

Experience

Digital Marketing and Events Manager

FHLBank Boston, Boston, Massachusetts

2017 - Present

- Collaborated with marketing team to create, deploy and optimize effective email campaigns for members
- Developed landing pages, microsites and online magazines using Marketo, Dreamweaver, Photoshop, Bootstrap, CSS and HTML
- Maintained continuous check on Google Analytics, Salesforce and Marketo Reports metrics, optimizing and suggesting campaign enhancements based on current trend data
- Responsible for public website and intranet edits using HTML/CSS and a content-management program
- Managed multiple corporate events by conducting site visits, fulfilling contractual obligations, creating online registrations with Cvent, launching invitation campaigns with Marketo integration, ordering promotional items, managing day of event coordination and facilitating post-event follow-up
- Negotiated contracts with various hotel, sporting and event spaces
- Worked with Legal Department on incorporating OMWI contract requirements
- Maintained inventory of branded promotional giveaways
- Worked with promotional companies on a seasonal basis to provide innovative items and apparel in order to promote our corporate brand
- Pivoted to 100% virtual member events during the COVID pandemic using GoToWebinar, GoToMeeting, Zoom and Microsoft Teams

Senior Marketing and Events Coordinator

2016 - 2017

Member Services Coordinator

1998 - 2016

Education

Bachelor of Science

Business Studies Marketing

Southern New Hampshire University, Hooksett, NH

GPA: Summa Cum Laude

Affiliations

NH Special Olympics Volunteer Photographer

Community Servings

Bridge Over Troubled Waters

Therapy Dog Owner/Handler

Certifications

Web Design and Development Certificate, Emerson College

Hobbies and Interests

Photography

Origami

Travel

Baking

Gardening

Geocaching

Websites

LinkedIn: www.linkedin.com/in/stacymac

Portfolio: www.stacyspace.com