



MARKETING DIRECTOR

Content Marketing • Social Media • Digital Marketing

Contact

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shariceruan.myportfolio.com/

Education

Master of Business Administration
University of Maryland Global Campus (Mar 2019)

Bachelor of Science; Business Administration, Marketing
University of Maryland Eastern Shore (May 2013)

Technical Skills & Software

Design & Production

Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere Pro, After Effects); Camtasia Studio

Web Advertising & Analytics

Google Analytics; Google Ads; Google Data Studio; Hootsuite; Cyfe

Email Marketing/CRM

Salesforce; Salesforce Pardot, Constant Contact; Mailchimp, HubSpot CRM

Website & Programming

WordPress; Squarespace; Google Tag Manager; HTML; CSS; PHP

Certifications

Inbound Marketing

Hubspot Academy (Mar 2020)

Sales Enablement

Hubspot Academy (Sep 2018)

Email Marketing

Hubspot Academy (Dec 2017)

Content Marketing

Hubspot Academy (Oct 2017)

Professional Experience

Marketing Director

Jan 2022 – Present

Digital Marketing Manager

Oct 2020 – Jan 2021

Ardalyst, Annapolis, MD

- Develop and execute omnichannel marketing plans for small business and enterprise product lines, including budget, forecast, and targets
- Strategize and execute PPC campaigns with an average ROI of about 1500%, an increase in average click-through-rate of 320%, and conversion rate increase of 200% compared to prior campaigns
- Own and evolve MarTech stack including managing the procurement, implementation, and administration of HubSpot across the organization
- Develop brand identity including message development, optimization, and tone; oversee and execute the design of all media and marketing collateral; and enforce brand standards across the organization for uniformity
- Own editorial calendar and author full-funnel marketing assets ranging from blog posts to videos, presentations, web content, and more.

Marketing Manager

May 2019 – Present

JACS Solutions, Columbia, MD

- Spearheaded website redesign and SEO resulting in a 22% increase in organic search traffic, 5% improvement in bounce rate, and an 800% increase in lead generation in the first year
- Developed 20 new landing pages with a combined conversion rate of 66% in the first quarter
- Managed content marketing including strategy development and reporting; authored 9 original blog posts, 3 case studies, 1 white paper, 9 infographics, and over 30 datasheets in one year
- Support product launches and activities for over 13 new products, to date, by developing sales tools such as data sheets, videos, messaging, and lead generation
- Conceptualized and executed 5 multi-touch marketing campaigns across social media, blog, and email channels with 10% click-through rate (307% over industry average) and 21% open rate (18% over industry average)

Marketing Content Manager

Dec 2018 – April 2019

Marketing Specialist

May 2017 – Dec 2018

Alertus Technologies, Beltsville, MD

- Developed and managed original content for emails, website, social media, blog posts, and print materials, including authoring over 14 blog posts, 45 data sheets, 20 infographics, and 100 emails
 - Awarded Market Leader in 2018 & 2019, “Highly rated by customers, Alertus Technologies consistently publishes high-quality vendor produced customer success content.”
- Developed global communication strategies and assets; established standard processes, and ensured alignment with key initiatives for 13 product lines
- Oversaw all video production including storyboarding, videography, photography, editing, and distribution leading to an increase in video watch time by 13%; views by 24%; likes by 85%; shares by 101%; and subscribers by 83%
- Managed webinar campaigns including strategy, topics, content, hosting, and marketing with a lead conversion rate of 68%

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Quick Glance

10 Years

Diverse Marketing Experience

3 Years

Healthcare Industry

4 Years

Government Experience

10 Years

Information Technology Industry

2 Years

Non-Profit Experience

Awards

Exemplary Performance | United States Department of Agriculture
(2009 - 2012)

Circle of Excellence | Alertus Technologies
(2018 - 2019)

Professional Experience Continued

Marketing & Outreach Analyst CRISP, Columbia, MD

Jun 2015 – Apr 2017

- Collaborated with outreach and product teams to convey technical concepts through engaging marketing content
- Used innovative thinking and analytical techniques to identify and document improvement opportunities for marketing outreach, sales, and operation processes
- Developed management strategies to meet the needs of multiple marketing campaigns and business efforts
- Effectively leveraged Salesforce databases to develop and assign leads
- Compiled, managed, and maintained detailed customer and sales data, act as subject matter expert on what data is collected, processed, and established as a metric for company marketing efforts

Assistant Marketing Director Kolmac Clinic, Burtonsville, MD

Jun 2014 – Jun 2015

- Analyzed metrics to identify the cause-effect relationship between financial outcomes and marketed actions, thus raising profitability
- Developed comprehensive reports based on marketing, sales trends, and demographic data analysis
- Created strategic methodologies to collect new data. Designed processes to effectively obtain existing data and analyze markets to develop rich custom reports and dashboards for company leadership
- Maintained company website and implemented SEO strategies, increasing website traffic by 47%
- Managed company social media including: editorial calendar, content creation, and analytics; increased social media following by: Twitter 136%, Facebook 130%, LinkedIn 30%, and Blog 272%

Marketing Administrative Assistant D-3 Enterprise LTD, Anguilla, BWI

Jan 2014 – May 2014

- Completed company marketing plan, including customer loyalty program resulting in a 40% sales increase in 3 months
- Maintain proper accounting, and issued checks for over \$20,000 in both USD and XCD currencies
- Aided 200+ customers in completing insurance applications

Automation Clerk USDA, Riverdale, MD

Aug 2009 – Sept 2013

- Saved agency over \$50,000 through the initiation and management of the Telecom Recycling Program
- Responsible for the retrieval, documentation, and wiping of confidential data from over 2,000 telecommunication devices
- Assisted in the procurement and installation of agency's VoIP technology investment
- Monitored billing statements for anomalies, saving the agency over \$5,000
- Generated and organized financial spreadsheets and statements for over 2 million dollars