



Amy Christensen

Business Analytics | Marketing Strategy | Data Visualization

Contact

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Objective

Marketers are becoming more advanced through integrated customer databases, analytic modeling, artificial intelligence, and automated marketing campaigns. Through my experience and education, I understand the "connective tissue" that provides the bridges between the customer, the marketing department, and the supporting infrastructure (data, models, systems). As I progress through my master's in Business Analytics and my MBA, I am looking to pivot my career to a marketing leadership or analyst role where I can utilize my experience, make an impact, and progress my career.

Education

**Bachelor of Arts in Communications
Minor in Computer Science**
St. Cloud University | St. Cloud, MN

**Business Analytics (MS) and MBA
Dual Master's Program**
Hamline University | St. Paul, MN

Candidate for Graduation
Business Analytics – Fall 2021
MBA – December 2022

Key Skills

Software/Programming

R
Python
SQL
Tableau
Power BI
Microsoft Office
Marketing Automation (Marketo, Pardot)
Salesforce
Website (Sitecore, WordPress, HTML)
Adobe Creative Suite
G-Suite

Marketing Strategy

Demand Generation
Brand Management
Marketing
Communications
Tradeshows/Events
Channel Marketing
Product Marketing
Product Launches
International
Marketing
Sales Tool – design & development
Writing – Copy, PR, Technical

Management

Leadership
People
Management
Vendor
Management
Metrics and Analytics
Program
Management
Lean and Agile
Management
Public Speaking
Training

Experience

January 2006 – Present

**Becklain Marketing
Strategic Marketing Advisor**

Minneapolis, MN

Managed marketing initiatives on an as-needed basis for former employers and business associates, primarily while employed full time.

	<ul style="list-style-type: none"> ▪ Financial Services – Developed four campaign streams to drive new customer acquisition for financial planners. Develop dashboards that provide insights and visualization into sales performance relative to KPIs, projections, and historical performance. ▪ Publisher – Optimized the lead management process and Pardot instance to utilize the system's functionality fully. This included the initial assessment, campaign and channel strategy based on needs and growth requirements, and development of scoring, templates, and the initial nurturing program with content and automation. ▪ Transportation Manufacturer – Developed a demand generation program to include marketing automation (Marketo) and analytics, lead management process improvement, scoring, metrics used for KPIs and performance measurement, and training for marketing and sales. ▪ Digital Marketing Agency – Managed the service launch for a quick-start campaign offering for Healthcare and Financial Service organizations. Optimized the tradeshow program for efficiencies and increased leads. Significant work and collaboration with the Salesforce and Google partners. 	
June 2018 – November 2019	GTT (Fortive) Marketing Director <p>Directed marketing strategy and initiatives within the Transportation and Smart City industries, marketing to government agencies at the city, county, and state levels. Responsible for building pipeline and accelerating revenue and managed a high performing team of 5.</p> <ul style="list-style-type: none"> ▪ 75% increase in MQLs over 2018 (annual target achieved by 9/19) and a 110% increase over 2018 in bookings related to a marketing initiative (annual goal achieved by 7/19) ▪ Presented at weekly leadership Gemba stand-up meetings reflecting department KPIs, metrics, and current campaigns and events to achieve targets. ▪ Lead bi-weekly Kanban meetings for the team's current projects and future demands. ▪ Managed the broader marketing department budget of \$5M with 100% OTD. ▪ Increase web traffic by 150% over 2018 by performing in-depth analysis and optimization of keywords, content, and Google Adwords 	Oakdale, MN
May 2015 – March 2017	FOSS Marketing Director <p>Directed marketing team and all marketing initiatives and for the North American subsidiary of FOSS (agriculture and food industry) and member of the global marketing strategy team. Managed a team of 3.</p> <ul style="list-style-type: none"> ▪ Developed a comprehensive demand program that formalized the lead management process, generating a 17.5% increase in conversion rates from MQL to SQL in 2016. ▪ Increased 2016 key tradeshow leads by 50% over 2015 and decreased overall show spend by implementing a comprehensive event strategy and a focus on fewer, targeted shows. ▪ Directed the significant upgrading of the customer database resulting in over 100,000 updated and appended records while increasing opt-in prospects within key market segments by 60,000. ▪ Led subsidiary in a global initiative to develop buying personas, value propositions, and messaging for key products and segments to create more effective sales tools and website presence. 	Eden Prairie, MN
January 2014 – May 2015	Scantron (Harland Clarke Holdings) Director of Demand Generation & Marketing Systems	Eagan, MN

	<p>Managed the strategy and execution for demand generation programs to acquire new customers, drive revenue from current customers, and customer retention initiatives—direct manager for all marketing systems.</p> <ul style="list-style-type: none"> ▪ Led extensive a/b testing on emails and landing pages, generating a 30% increase in conversion rates from MQL to SQL in 2014 and a 54% increase in 2015. ▪ Successfully guided the transitioning of new automated platforms from Marketo to Pardot. Headed oversight of all data transfer, Salesforce integration, user training, scoring/grading, data verification, ROI reporting, and Google Analytics. ▪ Appointed project manager for a \$1.5 million redesign of the company website. Partnered closely with creative vendors, internal SMEs, and technical teams to develop a Sitecore CMS platform allowing integration with Marketo and Salesforce.
<p>January 2006 – January 2014</p>	<p>Scantron (Harland Clarke Holdings) Eagan, MN Director of Commercial Marketing</p> <p>Implemented marketing strategy and implementation of four divisions of business: safety (SaaS), international, healthcare, and survey.</p> <ul style="list-style-type: none"> ▪ Managed multiple product and service launches with an average response: 10-12% for new prospects; 15-17% for existing customers. ▪ Increased qualified leads by 75% (1 year); increased internet traffic by 400% (10 months) ▪ Managed all Google Adwords campaigns resulting in a 25% increase in net-new leads
<p>March 2001 – January 2006</p>	<p>Pearson Bloomington, MN Senior Market Manager</p> <p>Directed the implementation of successful marketing initiatives - partnered closely with sales, finance, inside sales, and legal departments.</p> <ul style="list-style-type: none"> ▪ Grew response rate for multi-channel marketing campaigns to 18% through targeted campaigns targeting C and Manager-level audiences. ▪ Developed content and presented led weekly webinar series on survey best practice – increasing customer leads by 12% in 2005.
<p>Development & Leadership</p>	<p>Solution Selling Pearson – solutions selling FOSS – SPI International solution selling Fortive – Top Gun solution selling</p> <p>Leadership <i>FOSS</i> FLEX – FOSS international leadership excellence program for people managers and leadership <i>Fortive</i> Business Solutions Leadership Program, Crucial Conversations Presenting for Action 2019 Innovation and Leadership 2018 Digital Marketing Summit and 2019 Hackathon</p>

