

GRANT X. MADISON

13670 Clark Street, Summit, NJ 08025
908-555-9445 | grant@grantxmadison.com

DIGITAL MARKETING MANAGER

DIGITAL COMMUNICATIONS
MARKETING SOLUTIONS



www.grantxmadison.com



Metrics-focused **Digital Marketing Manager** who consistently increases market share and revenues in growth and declining markets by skillfully producing branded email campaigns integrated with social media and traditional marketing. Precisely targets audiences at proper frequency to ensure ROI is attained for each marketing initiative.

Broad marketing knowledge coupled with focused email marketing expertise allows for an integrated approach to successful campaign design and execution. Experienced with the creative process, collaborative leadership and multi-million dollar budgets to bring desired results on complex niche and mainstream product campaigns.

BRANDS

Nationwide Satellite TV
Samsung
The Hartford
Dell Computers

CORE COMPETENCIES

Email Marketing & Database Growth
Direct Mail & Event Marketing
Online, Print & Radio Advertising
Creative Agency Oversight
CRM Reporting & Sales Tools
Multi-Million Dollar Budgets
Talent Selection
Project Management
Marketing Analytics

PROJECT SCOPE

Small & Mid-Market Business
Market Segmentation
Campaign Development
Sales & Marketing Synergy

Results-producing management roles include: **Marketing Project Manager – The Hartford** ▪
Marketing Manager – Samsung ▪ **Channel Marketing Manager – Dell Computers**

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

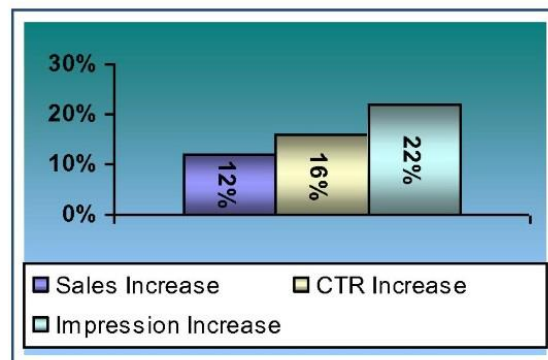
Nationwide Satellite TV | Princeton, NJ

Satellite television service provider to US homes and businesses with 15,000 employees, 21 Million subscribers and \$17.2 Billion in revenues.

MANAGER, DIGITAL MARKETING

Recruited to devise and integrate marketing metrics for internal and external partners and to lead a 4-person team. In five months, increased click-through rates (CTR) by 16% and impressions by 22% for Q1-2012 vs. Q1-2011 for this \$226 Million sales division.

- Partnered with seven product groups to design and execute targeted email campaigns sent to 8 Million subscribers. Achieved a **12% sales increase on \$226 Million** and reached a market share goal of **23%**, up from 21.9%.
- Coordinated with the outside creative agency to produce **60-80 email campaigns per month** using a segmented strategy integrated with social media. Generated 100 Million emails to customers per month.
- Collaboratively design creative briefs for 14% less cost** with the outside agency and internal product group, while generating a 16% increase in CTR for campaigns.



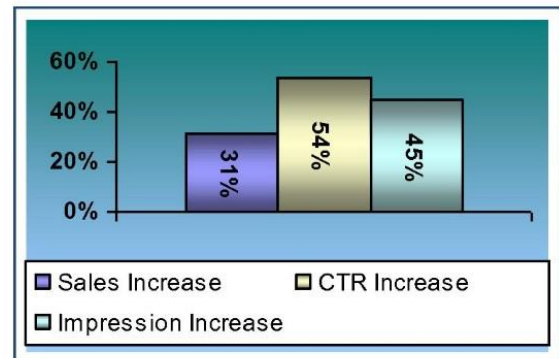
Samsung | Rahway, NJ**2008 – 2011**

Samsung Electronics is the largest division within Samsung Corporation, its parent company with \$6 Billion in revenues and 26,000 employees.

MARKETING MANAGER

Spearheaded revenue growth for the email marketing program and generated \$18 Million in additional sales for the \$200 Million division by targeting small and mid-sized businesses. Achieved revenue goals 46 out of 52 weeks at Samsung with a 2-person team and creative agency, while driving a 45% impression increase and 54% improvement in click-through rates in 2011.

- **Exceeded 2011 sales goal at 108% and grew sales by 31% vs. 2010**, while other Samsung channels saw a decrease.
- **Recognized by leadership for increasing website traffic by 33%** and user downloads by 41% with new website launch.
- **Improved impressions by 45% and CTR by 54%** in 2011 vs. 2010 by introducing a customer segmentation strategy based on the purchase activity of 22 Million email subscribers.
- Spearheaded the email creative process, from concept to execution, with a **\$5 Million operating budget**.
- Selected a new creative agency using newly created evaluation criteria and **reduced costs by 26% in the 1st year in 2009**.

**The Hartford | Stanford, CT****2005 – 2008**

Insurance service product provider to property and casualty insurers that produced over \$1 Billion in revenues in 2007.

MARKETING PROJECT MANAGER

Directed the turnaround CRM activities for 20 business units with revenues totaling \$500 Million. Provided drive and leadership in creative development, email campaigns, direct mail, print advertising, sales collateral and micro site development.

- Led firm-wide initiative to implement marketing automation, which resulted in **130% return on investment in the 1st year** and **14% growth in the 9.7 Million email address database**.
- **Increased company brand recognition by 27% in 2008**, according to Insurance Group Market Research, through integrating email and marketing campaigns with tradeshow, webinars and thought leadership initiatives.
- Collaborated with senior leaders to create The Hartford Analytics Symposium that enhanced its reputation as the industry thought leader. Designed and launched a multimedia marketing campaign surrounding the symposium to 1.5 Million customers, resulting in **\$8.4 Million in new and renewed premium revenues in 2008**.
- Enhanced webinar series with 14 podcasts and 7 videos for client education, leveraging the low cost of new media.

Dell Computers | Dallas, TX**2002 – 2005**

Leading manufacturer and distributor of computers, printers and office equipment that generated \$1.3 Billion in sales in 2004.

CHANNEL MARKETING MANAGER (2003-2005) | SALES SPECIALIST (2002-2003)

Directed B2B trade show marketing, including show selection, marketing fulfillment, logistics and creative development for financial and retail markets. The retail vertical became the #1 vertical and the financial vertical landed the #2 position for Dell.

- Created and executed an innovative strategy to launch new line of business-friendly printers within two months, which **exceeded sales expectations by 27%** while decreasing marketing expenditures by 13%.
- Planned and executed a firm-wide, sales force system automation, merged business requirements and trained staff on optimal system use, **resulting in a 39% improvement in outbound sales call activity**.
- Recognized for transforming the RFP process, **enabling 18% more RFPs to be submitted** the following year.

EDUCATION**BS, Management Science in Marketing**

Montclair State University | Montclair, NJ