

Nia Joseph

MARKETING MANAGER

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Strategically versatile multimedia & marketing expert skilled at creating positive ROIs and growing EBITDA.

SKILLS

Project Management
Branding & Design
Analysis & Reporting

Cross Platform Marketing
B2B/B2C Lead Generation
Content Production/Video Editing

Creative Ideation
Paid Ads Management
Wordpress Development

SEO/SEM
Automation
Funnel Design

EXPERIENCE

MARKETING CONSULTANT

2017 - PRESENT

After5Labs Marketing & Design Agency

The World Bank/IMF, Five Star Tax Solutions, Duncan & Co Accountant Firm, AdHawk, GlassSquid Cybersecurity, Restaurant Link, etc.

Serves as a trusted advisor to leadership and various businesses ranging from small businesses to Fortune 500 companies. Oversees the development and execution of demand generation and business development initiatives, including webinars, podcasts, advertising, special events, conference sponsorships, digital marketing, social media engagement, and behavioral /nurture email marketing campaigns.

Management Consulting

- ★ Managed multilingual marketing campaigns across social media channels, communicating reports with stakeholders and world leaders
- ★ Forms strategic partnerships via thought leadership with companies like Lenovo
- ★ Provides end to end paid social media marketing solutions for a diverse group of clients

Branding & Design

- ★ Designs websites and branding materials to unite company persona with sales goals
- ★ Creates full scale solutions with membership, e-commerce and LMS integration

Content & Social Media Management

- ★ Transforms brand materials and websites into profitable story-telling machines
- ★ Authors whitepapers, blogs, ebooks and integrates paid/organic strategies
- ★ Accelerated conversions and reduced ad spend by over 200% across platforms

SENIOR DIGITAL STRATEGIST + AD TRAFFICKER

2017 - 2018

Ironistic Marketing Agency

Managed and oversaw \$100,000+ marketing budgets, directing employees to build profitable solutions. Increased company revenue by 40% and reported directly to the CEO and founders.

- ★ Used audience segmentation to deliver 70% win rates on Google, LinkedIn lead gen and Facebook ads
- ★ Maintained & secured marketing relationships with Anguilla, Antigua & Barbuda, Mayo Clinic, etc
- ★ Authored in-depth marketing strategies with detailed brand personas and strong competitor analyses
- ★ Implemented high trafficked organic seo strategies and content that produced high margins

MARKETING MANAGER**2016 - 2017**

MarketingGhent - MG Agency

Formed and executed project plans for strategic marketing campaigns while managing and collaborating with lead partners /internal clients on budgets, expectations, deliverables, and deadlines.

- ★ Collaborated with remote team to develop www.marketingghent.com, authored blogs
- ★ Launched marketing workshops, counseling small business owners and entrepreneurs
- ★ Enhanced client brand with actionable consulting focusing on integrative solutions

DIRECTOR OF MARKETING**2015 - 2016**

East Coast Truck & Trailer Sales | Lighthouse Marine Boats

Spearheaded the organization's marketing and acquisition with over 70% ROI/ \$MM sales. Provided positive leadership that encouraged collaboration, employee engagement, succession planning, and mentorship programs.

Leadership & Management

- ★ Recruited and directed in-house marketing teams to execute marketing plans for both companies
- ★ Identified market expansion opportunities with high ROIs and low competition.
- ★ Upgraded software and training for all departments; sales, customer service, shipping, and production

Revenue Growth

- ★ Reconciled \$1000s in external costs by utilizing internal staff and taking on video and web production tasks
- ★ Evaluated EBITDA growth with CFO to create a long-term cost-conscious marketing plan
- ★ Delivered 30% ROI in the First Quarter & built a successful eCommerce business with a strong web presence
- ★ Rebranded Lighthouse Marine, achieving 1st page Google rankings

RELEVANT LEADERSHIP EXPERIENCE**CONTENT ANALYST + ECOMMERCE SPECIALIST**- Ferguson Enterprises (Contractor)**MARKETING MANAGER** - OVM Financial | Mortgage Company (Contractor)**DIGITAL JOURNALIST/ INTERVIEWER** - 757 Lifestyle Magazine | Local lifestyle & entertainment blog**MARTECH & SOFTWARE**

These are just a few items from my marketing tech stack. I have worked with many different tools and can confidently adapt to achieve goals.

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|------------------------|---|---------------------|
| ★ Hubspot/Salesforce | ★ Bing/Google Analytics, Tag Manager | ★ Moz/Spyfu/Adroll |
| ★ eCommerce Tech | ★ Adobe Creative Suite, Canva | ★ HTML/CSS |
| ★ Magento/Joomla | ★ Hootsuite, Buffer, SendinBlue, Emma | ★ AdWords Certified |
| ★ Shopify, BigCommerce | ★ AirtTable, Asana, Drip, JIRA, FileZilla | ★ MailChimp |

EDUCATION**Bachelor of Arts in Journalism & Communications**

Scripps Howard School of Journalism - Hampton University