

LINDSEY DOMBROWSKI

SUMMARY

Analytics-driven, Marketing Manager with 5 years of experience designing powerful social media strategies, growing engaged online audiences and developing eye-catching email campaigns that convert prospective customers.

PROFESSIONAL EXPERIENCE

MARKETING MANAGER

The Dewberry Charleston | April 2020 - Present

- Responsible for the development and execution of all marketing programs for the division including promotions, print, and digital advertising, graphics and collateral to support revenue growth and brand positioning goals.
- Developed a comprehensive paid acquisition strategy across Google PPC, Meta Search, and Facebook, resulting in an increase of revenue by 44% YOY.
- Managed relationships and \$300K budget for advertising, print and production houses, and third-party agencies.
- Directed the launch of an e-commerce site for branded hotel products resulting in \$130K of revenue in eight months.
- Implemented a robust promotional email marketing campaign, responsible for over \$160K in revenue over a seven-day period.
- Implemented automated email campaigns which produced an additional \$100K.

BRAND COMMUNICATIONS COORDINATOR

The Dewberry Charleston | April 2018 - March 2020

- Managed all aspects of the advertising, marketing, promotional activities for the online business.
- Analyzed digital marketing tactics and created a comprehensive marketing plan to meet property goals.
- Led creative design and copywriting for digital and print assets, including website, social media, and community engagement.
- Created a cohesive email marketing strategy which increased email revenue by 100K YOY and average open rates from 8% to 15%.

CREATIVE MARKETING ASSISTANT

Escapada Living | Intern: Sept 2016 - May 2017 & Full Time: Jan 2018 - April 2018

- Created online blog content, effectively driving brand awareness, engagement, and traffic to the E-Commerce website.
- Assisted with social media content creation and management.
- Monitored online public relations and spearheaded new brand partnerships.
- Provided creative direction and planning for photoshoots and runway shows.

MARKETING COORDINATOR

Wyndham Vacation Rentals | June 2017 - December 2017

- Launched 6 cabin rental brand websites which produced over \$715,000 in revenue over the first 4 months.
- Spearheaded the email, social media, content & digital advertising strategies.
- Analyzed booking trends, traffic sources, and customer segmentation in order to develop a strategic marketing plan.
- Developed all creative assets for digital and print use.

CONTACT

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EDUCATION

B.S. BUSINESS ADMINISTRATION & HOSPITALITY AND TOURISM MANAGEMENT

The College of Charleston
Charleston, SC

Aug 2013 - May 2017
GPA 3.5

COMPUTER SKILLS

Microsoft Office
Photoshop
InDesign
Illustrator
Google Adsense & Tag Manager
WordPress
Basic HTML

CERTIFICATIONS

Google AdWords Professional
Google Analytics
Facebook Advertising
Revinatē