



# ELYSE INGHAM

**B2B DIGITAL MARKETING  
SPECIALIST**



## PROFESSIONAL SUMMARY

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Process-oriented, data-driven digital marketer with over 12 years' experience. Manages team of marketing specialists to deliver exceptional marketing campaigns, generating revenue growth.



## WORK EXPERIENCE

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### Email Marketing Manager Simpro

10.2021 - Current

- Leads team of marketing professionals, offering mentorship and coaching to build knowledge and skills
- Optimizes targeting, automation and strategy for improved engagement, click-through and lead conversion
- Executes marketing plans that consistently achieve targets for increased revenue and MQL conversion
- Supports customer cross-sell/up-sell program with targeted email campaigns, creating \$2.7 million in ARR
- Analyzes and reports on KPIs to validate and demonstrate success of marketing campaigns



### Digital Marketing Manager HoopSkirt Media

2011 - 2021

- Managed portfolio of nearly 100 business for over 10 years, including Fortune 500 companies
- Developed digital marketing strategies by creating and implementing plans to reach and engage target audiences.
- Created comprehensive marketing campaigns with SEO, social media, website/landing page design and email nurture
- Utilized Google Analytics to set up, monitor and analyze content success and identify opportunities for improvement
- Optimized search performance utilizing Google Tag Manager and Search Console



## SKILLS

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- B2B SaaS Digital Marketing
- Campaign Management
- Email Marketing
- Automation
- HTML, CSS
- Lead nurture
- Customer lifecycle
- Cross-sell/Up-sell
- Team management
- Pardot
- Salesforce
- Salesloft
- Unbounce
- Google Analytics
- Google Tag Manager
- Google Search Console
- Wordpress
- Adobe Creative Cloud



## CONTACT

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## EDUCATION

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**May 2011**  
**BBA, Gonzaga University**  
Marketing/Entrepreneurship



### Honors

- One of 25 students selected for Hogan Entrepreneurial Leadership Program
- Dean's List
- Finalist in Inland Northwest Business Plan