**CHARLIE ROBERTS**

**Marketing Manager**

801-597-4987 | c.lawrence.r@gmail.com | [www.charlieandemilyroberts/portfolio](https://www.charlieandemilyroberts.com/portfolio)

***International Marketing Leader*** *adept at using data-driven insights and multidisciplinary team collaboration to enhance key product, brand, and business initiatives. Digital marketing strategy consultant with proven experience in identifying and analyzing market opportunities. Charismatic leader with outstanding relationship building techniques. Passionate about design, innovation, performance improvement, and committed to creating exceptional brand experiences.*

***Core Competencies***

*Behavioral Analytics | Brand Management | Circa (EventGeek) | Competitive Research | Cross-Functional Collaboration | Customer Surveys | Customer Interviews | Data Visualization | Event Planning | FacebookAds | GoogleAds | HooteSuite | HTML | Hubspot | LucidChart | Mailchimp | Marketo | NUVI | On24 | Qualtrics | Salesforce | SEO | SproutSocial | Team Leadership | UGC | UX Research | Web Analytics | Wix | WordPress | Wrike*

***Technical Skills:*** *MS Office (Word, Excel, PowerPoint, Publisher, Outlook, Teams, Access), SPSS, Quickbooks, Mindbody*

***Communication Skills:*** *Public Speaking, Organized Leader, Creative Ideation, Relationship Builder, Italian Fluency*

**EDUCATION & CREDENTIALS**

**Brigham Young University**, *Provo, UT*

***B.A., Communications*** - Public Relations (2014)

***King’s College London,*** *London, U.K.*

***M.Sc.****,* **International Marketing** (2019)

**PROFESSIONAL EXPERIENCE**

**International Marketing Communications Specialist** 2020 – Present **Ivanti**

* Coordinated campaigns for IBU products and services (webinars, emails, landing pages, social media, blogs, etc.)
* Improved project management and departmental collaboration (partner programs, product newsletters, etc.)
* Focused content marketing strategy across US and EMEA channels
* Created evergreen, scalable, marketing systems for new business unit and newly acquired products

**B2B Marketing Acquisitions Specialist** 2019 – 2020 **Snap Finance**

* Led a team of B2B acquisition specialists in acquiring new merchants through automation, email strategy, etc.
* Implemented event management software for better sales/marketing coordination and ROI tracking
* Built new partnerships with industry associations, print publications, event venues, etc.
* Collaborated with UI/UX, data science, and product management teams using the latest insights and strategy trends

**Marketing Consultant** 2016 – 2019 **Freelance Marketing and Creative Services**

* Designed strategic social media campaigns for a variety of industries (events, performing arts, property management, etc.)
* Created websites with SEO and ease-of-use in mind (Wordpress, Wix, SquareSpace, etc.)
* Consulted on print marketing (banners, posters, flyers, brochures, EDDM, POS displays, expo booths, etc.)

**Instructor | Choreographer |Coach** 2016 – 2018 **Metropolitan Dance Center,** *CT*

* Managed hotel and flight reservations for competitive clients from CA to NY
* Produced showcase performances and music editing for theater and fundraiser events
* Generated marketing materials for studio events and potential customer outreach
* Led studio in sales and new client acquisitions for 2017 by delivering key product offerings and quality service
* Requested to perform and lecture at the Juilliard School in NYC

**Marketing Director** 2014 – 2016  **Alexander’s Print Advantage,** *UT*

* Consulted international shipping, franchise and real estate industries on print product development and digital marketing strategy resulting in increased SQL, CTR and conversion rate
* Achieved top three listings in Google search for parent company through content marketing curation, SEO, SEM and social media campaigns
* Improved company events, increased trade show appearances and streamlined facility tours
* Achieved $13 million in revenue over the 2015 - 2016 year by creating award-winning, effective marketing products
* Directed team of interns developing SEO and strategic B2B, B2C and B2B2C marketing programs for clients in home renovation, property management, solar, health care, family history and international print industries

**Director of Accommodations** 2009 – 2014 **University Accessibility Center – BYU,** *UT*

* Increased number of university volunteers by 50% in first year through new B2C strategy (recruitment, updated marketing materials, email marketing campaigns)
* Coordinated 3,000+ student schedules and accommodations each semester
* Designed promotional materials used for info booths, conferences, and workshops with over 5,000 students

**Internship Advisement Assistant** 2011 – 2012 **Washington D.C. Seminar – BYU,** *UT*

* Edited over 1,000 cover letters for students applying to internships in the D.C. area
* Built internship database to include over 1,200 multi-major options and updated promotional material resulting in 65% increase in applications
* Corresponded with politicians and non-profit organizations regarding student application and internship availability

**INTERNSHIP EXPERIENCE**

**Public Relations
Vivint,** *UT* 2013 – 2014

Guided creative team in rebranding “Vivint Gives Back” charity for friends and family of Autism. Consolidated and analyzed research from social media analytics software (NUVI) as well as focus groups and surveys (Qualtrics, SurveyMonkey).

**Communications | Brand Management
Provo City Business Alliance,** *UT* 2012 – 2013

Designed print ads (Adobe Suite) targeting university students. Developed rebranding campaign to increase traffic to downtown business. Led team of interns to present findings to city board members. Presented strategic plan to Utah Valley Chamber of Commerce executives.

**VOLUNTEER EXPERIENCE**

**Executive Artistic Manager
Youth Cultural Celebration,** *CT* 2015 – 2016

Developed cultural heritage performance involving 1,100 youth. Organized practice schedules, catering and rehearsal times. Choreographed ensemble dance numbers inspired by Italy, Brazil, Ireland and Puerto Rico.

**Representative | Ambassador
The Church of Jesus Christ of Latter-Day Saints,** *Italy* 2007 – 2009

Supervised volunteer representatives in Northern Italy. Designed, conducted, and instructed training meeting for 75+ regional leaders and representatives. Taught weekly English lessons as well as life-coaching and self-improvement.