

EMILY MARANTO HILL

Data-Driven, Client-Facing Marketing Strategist

Remote
Virginia Beach, VA

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EXPERIENCE

metadata.io | October 2022-

Remote

Customer Success Manager

- Main liaison and strategist for 33 accounts and \$1.3 million in revenue; Retention for GRR 18% higher than company average
- Translate customers' demand generation strategies into results
- Drive customer engagement through onboarding, sync calls, and Business Reviews
- Operate the Metadata platform to support customers in activities such as building audiences, ads, campaigns, and offers
- Establish and monitor KPIs to assess customer engagement and health
- Build customer advocates through reviews, case studies and references
- Deliver marketing recommendations and product knowledge to ensure customer objectives are achieved

Amplified Digital Agency | Jan 2022 - May 2022
impacted by layoffs

Remote

Client Experience Manager

- Serve as the main point of contact during all stages of a strategic account's lifecycle, providing ongoing support and expertise.
- Formulate needs-based and data-driven marketing and advertising strategies based on client goals (this includes pulling audience and platform availability, determining investment allocations, recommending implementation tactics, creating proposals, and more).
- Work directly with clients pre- and post-campaign to ensure successful launches and performance (this includes onboarding, proof approvals, granting required access, and more).
- Proactively identify ways to improve campaign performance, achieve client business goals, and solve roadblocks and challenges as they arise.
- Deliver in-depth reporting to Sales teams and Clients: Communicating successes, areas of improvement, optimization, and strategy recommendations, and upsell opportunities as applicable.
- Conduct research and interpret data from various research and analytic tools (this includes Claritas, eMarketer, Nielsen, Google Analytics, and more).

Cristo Rey Baton Rouge Franciscan High School | Jun 2021 - Jan 2022
Moved to Virginia; Remote not Supported

Hybrid - Baton Rouge, LA and remote

Communications Coordinator

- Managed and updated paid media channels, the school website, and other online media
- Designed and managed all printed and digitally distributed materials
- Managed partnerships with key stakeholders in the educational industry and local community
- Developed and executed marketing strategy for admissions and finance initiatives
- 40% increase in brand awareness and sentiment in the first semester of strategy
- 23% increase in student applications for the upcoming school efforts

EDUCATION

Louisiana State University

Bachelor's of Mass Communication Digital Advertising

PLATFORM

Asana	Salesforce
CM & DV 360	Marketo
Hubspot	Metadata
Mailchimp	Pardot
Meta Ads	G2
Microsoft Suite	Beeswax
Google Analytics	LinkedIn Ads
Google Ads	Catalyst
Trade Desk	Jira

SKILLS

Digital Analytics
Ad Campaign Creation
Market Research
Project Management
Client Experience
Campaign Analysis & Optimization
Marketing Strategy
Media Planning
Paid Media Management
Email Marketing Strategy

WEBSITE

emilymarantohill.com

REFERENCES

Available on my website and on
LinkedIn. Contact info available
upon request