

INGRID O. CATLIN

Online Marketing and Marketing Communications

www.Ingrid-Catlin.com

227 Madison Gardens, Old Bridge, NJ 08857

Ph: (201) 563-6484 | E: ingrid@ingrid-catlin.com

Marketing manager with over five years of experience in online marketing, demand generation, and brand management for both start-ups and large corporations. Specialties include search engine optimization (SEO) and marketing (SEM), social media marketing (SMM), banner and pay-per-click (PPC) advertising, public relations (PR), lead nurturing and management, web site design and development, demand generation, trade show and web event coordination, digital and print graphic design, and CRM administration.

SKILLS

Eloqua / Marketo Administration

Salesforce.com Administration

Advanced HTML, Intermediate CSS

Project Management

Google AdWords

Adobe Photoshop CS3/CS5

Adobe Acrobat 8 Professional

Adobe Illustrator CS5

Event Coordination and Management

Google Analytics / WebTrends

Microsoft Windows 98/XP/Vista

Microsoft Office 2007

Intermediate Spanish

Wordpress

WebEx / GoToMeeting

WORK EXPERIENCE

Marketing Communications Manager

[Company Confidential] (Edison, NJ)

July 2011 to present

- Supports field marketing managers, alliance teams, and client teams with campaign development, trade show and event logistics, collateral production, and communications.
 - Supported 40+ trade shows, conferences, and client events during the Fall 2011 season.
- Manages outbound email communications for North America through Marketo.
 - Designs HTML templates, edits copy, and sets up rules to import activity information into the lead/contact areas within Salesforce.com.
- Administers the internal North American marketing site and the North America section of the corporate web site, and updates both as necessary with sales and marketing resources.
 - Redesigned internal site to include up-to-date customer testimonial videos, available stock photos, corporate collateral and presentations, and forms for use with event development.
 - Created campus recruiting section of the corporate site to include career brochures, the career fair calendar, and information regarding the interview and hiring process.

Web Marketing Manager

CarryQuote AG (New York, NY)

November 2010 to June 2011

- Acts as co-webmaster of the corporate web site by managing search engine optimization (SEO), link building, custom landing pages, and web site content.
 - Increased average weekly web site traffic by 40% and web site registrations by 200% in one quarter.
- Administers any requirements/configuration within Salesforce.com, including lead sources, custom fields, validation rules, dashboards, applications, and reports.

- Altered all corporate web site forms to conform with Salesforce.com's Web-to-Lead rules and feed new leads directly into the system.
- Manages company presence on social networking and Web 2.0 sites including Facebook, Twitter, and LinkedIn.
 - Increased Twitter followers by 200% in one quarter.
 - Created custom Facebook fan page using FBML and iFrames.
- Oversees corporate Google AdWords activities, including keywords, ads, placement, spend, and landing pages.
 - Increased Google AdWords conversions by 500% in two quarters while maintaining existing levels of spend.

Online Marketing Manager

EnterpriseDB Corporation (Metuchen, NJ)

November 2006 to March 2010

- Developed and implemented developer-focused integrated marketing campaigns utilizing print advertising, trade shows, webcasts, and online marketing.
 - Saw 300% quarter-after-quarter lead growth, with a continuing upward trend.
 - Increased Google AdWords conversions from 3% to 15% over a one-month period while maintaining existing levels of spending.
 - Developed secondary website as a temporary viral marketing effort that was responsible for 30% of the total number of product downloads.
- Managed search engine optimization (SEO) of the company web site, including TITLE and META tags, keywords, link sharing, and web site content.
 - Continuing 5-10% increase in web site traffic each week from preceding weeks.
- Owned all activities related to Eloqua and Salesforce.com administration, including managing email marketing systems, policies, and processes, and creating reports, forms, and programs related to company events, and marketing campaigns.
 - Project manager for Eloqua and Salesforce.com integration.
 - Developed lead scoring program between Eloqua and Salesforce.com, which increases the effectiveness of the inside sales team by qualifying leads prior to initial sales touch.
 - Increased lead-to-opportunity conversions by 30% by implementing a "drip campaign" that nurtured incoming leads and assigns them to salespeople based on web site activity.
- Managed company presence on social networking and Web 2.0 sites including Facebook, Twitter, and LinkedIn.
 - Twitter followers increased 120% in a three-month period and accounted for multiple five-figure sales.
 - Championed the creation and design of the company blog in July 2009; traffic to the blog increased 300% month-over-month.
- Produced, managed, and acted as speaker for both internal and external company-sponsored webcasts.
 - Wrote and designed HTML invitations and follow-ups, managed registrations, coordinated dress rehearsals with the speakers, and recorded and managed the events.
 - On-demand webcast downloads accounted for 20% of all new leads per week.
- Designed new collateral, print ads, and trade show graphics, and wrote copy for all mediums as required.

EDUCATION AND CERTIFICATIONS

Marketo Administration

Marketo

November 2011

Salesforce Administration (EE/UE Editions)

Salesforce.com / Bluewolf

March 2008

Hands-On Eloqua 101

Eloqua Corporation

December 2007

Master of Arts (Honours), International Relations

University of St Andrews (St Andrews, Scotland)

September 2001 to June 2005