



ALY SCHWEIGERT MARKETING STRATEGY

Strategist with 6+ years of marketing experience. Relationship enthusiast. Manager with an agency background.

CONTACT

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SKILLS

Digital Marketing Strategy
Content Marketing Strategy
Lead Generation
Brand Storytelling
Data Analytics
Organization

EDUCATION

M.A. | MAY 2014

Ball State Univ. — English (Rhetoric and Composition)

B.A. | MAY 2010

Indiana Wesleyan Univ. — English and Writing

RELEVANT WORK EXPERIENCE

EMMI SOLUTIONS | JULY 2015 - PRESENT Marketing Communications Manager

Emmi is a technology company that develops patient engagement software for health systems. I initially joined Emmi as the Digital Marketing Manager, but after a year, my role expanded to Marketing Communications Manager.

- I develop high-level marketing strategy for all of Emmi's digital assets and advertising budget, and I am the main point of contact for our pay-per-click and website agencies. Additionally, I oversee our social media strategy and display advertising budget.
- I contribute to high-level brand development and positioning, press release development and strategy, and the management of executive speaking opportunities.
- I present monthly analytics reports for C-suite executives and provide data-driven strategy recommendations.
- In 2016, I exceeded Emmi's yearly lead generation goal by 9%.
- In 2015, I managed Emmi's new website launch and led our internal team to develop new content, graphics, and branding. I also managed vendor relationships.

CLERITI | JUNE 2014 - JULY 2015 Inbound Marketing Manager

Cleriti is a full-service digital marketing agency with B2B and B2C clients. I joined the Cleriti team to develop digital content strategy, and I quickly moved into a management position. My role was a blend of marketing consultant, account executive, and manager.

- I directly managed a 3-member internal creative and production team.
- I served as the account executive and lead strategist for 6 clients.
- I developed high-level strategies to drive lead generation and brand engagement, including lead nurture email, paid social media and display campaigns.
- Over three months, our team's digital efforts contributed to a 23% increase in website traffic and a 90% increase in sales for a retail client.

BALL STATE UNIVERSITY | JUNE 2013 - MAY 2014 Assistant Director, Ball State Writing Center

BSU's Writing Center offers writing workshops and tutoring for faculty, staff, and students. As Assistant Director, I coordinated campus marketing efforts and managed tutoring staff.

- I created and monitored campus-wide advertising campaigns, developed email copy and managed our social media channels.
- I co-managed a staff of 24 graduate and undergraduate tutors.

STRATEGIST | MAR 2009 - AUG 2012 Independent Marketing Consultant

Prior to earning my Master's degree, I worked as a successful marketing strategist and consultant for local small businesses.

- I developed and analyzed the return on a variety of marketing materials, including multivariate-tested emails, SEO-rich website copy and digital ad campaigns.
- I fostered close community connections and worked with several internal stakeholders.

CERTIFICATIONS

HUBSPOT | 2014 - 2017

Inbound Marketing Certification

HUBSPOT | 2015 - 2017

Partner and Agency Certification

HUBSPOT | 2015 - 2017

HubSpot Tools Certification

GOOGLE | 2016 - 2018

Google Analytics IQ Certification

AMA | 2017 (Expected)

Professional Certified Marketer