

Keri Singer

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EXECUTIVE PROFILE

A results-driven business development and digital marketing professional providing strategic ideas and tactical global solutions to improve audience engagement and lead generation. An entrepreneurial work ethic with solid communication skills, passion for new technology, and a successful track record influencing executive management to drive revenue and employee engagement across B2C and B2B markets.

- Brand Awareness/Audience Engagement
- Performance Analysis/KPIs
- Content Development / Storytelling
- Project Management / Product Management
- Lead Generation
- Event Management

Technology: Sitecore, Wordpress, Drupal, Salesforce, HubSpot, Marketo, Google Adwords, Google Analytics, Facebook, Twitter, HootSuite, Adobe Suite: PhotoShop, InDesign, Illustrator, Adobe Connect, and Microsoft Office

GOODWIN PROCTER Boston, MA

Business Development Consultant – Temporary Assignment

December 2018 - 2019

- Deriving new business from start-ups and large organizations across emerging industries in real estate (Proptech), technology, life sciences and more, while collaborating with legal partners on the marketing and communication strategies offering services of the firm.

BERKLEE COLLEGE OF MUSIC, Boston, MA

Marketing Manager – Consultant – Maternity Coverage

January - June 2018

- Collaborated with the national partners of Berklee City Music and the Grammy Music Education Coalition (GMEC) on marketing initiatives (digital media and events) for music educators and students.
- Managed the execution of online musical lessons shared on the Berklee PULSE featuring the Academy-Award winning Disney/Pixar's COCO film, as well as execute social media and outreach.
- Planned with faculty and staff the Berklee City Music Summit in Nashville (i.e. logistics, budget, agenda, communications, corporate sponsorship, celebrity appearances, etc.).
- Interviewed and wrote about the outstanding accomplishments of students shared on the Berklee City Music blog and social media channels.

EDUCATIUS GROUP, Boston, MA

2016 - 2017

Marketing Manager

- Formulated budget and marketing plans across online and offline channels advising VP of Marketing, VP of Operations, CFO, CEO and account management teams.
- Substantially increased Facebook reach to 50K visitors in one month, creating editorial calendar, improved unique click-thrus by 50% with re-launch of eNewsletters, as well as optimized website landing pages to 1st place Google rank.
- Responsible for generating 200+ quality online leads in two months across paid campaigns using Google Adwords, social media, and organic search.
- First to streamline new processes across sales and marketing channels that improved lead generation with companywide implementation, training, and adoption of the HubSpot tool.
- Created sales and marketing materials across online and offline channels (email, direct mail, presentations, website, PPC, trade shows/conferences, webinars, social media, contests) to drive leads
- Initiated the PR, media lists, and generated press releases to target specific national audiences.
- Liaised to national and international teams devising new channels that improved communications, customized marketing and sales tools for each market, while launched new technology to centralize processes, improve efficiencies, monitor performance and workflows.

HEBREW SENIORLIFE, Dedham and Canton, MA

2015 - 2016

Marketing Manager/Business Development

- Increased inquiries and qualified leads by 60% with executing grassroots marketing efforts, designed print and digital advertisements, and created social media content to nurture clients.
- Launched new website working alongside agency partner to gain input on the taxonomy, design and wrote articles that featured residents and medical professionals.
- Devised KPI dashboard to monitor and report on monthly performance, while advised management on new CRM solutions and marketing automation tools.

CM ACCESS Contract Recruiter - New Business Development Boston, MA

2014 - 2015

HAMMOND RESIDENTIAL Real Estate Salesperson, Newton/ Wellesley, MA

- Acquired new business to build teams for contract and permanent digital, creative and marketing roles.
- Sourced, cold called, and drove new business throughout the real estate buying and closing process.

STAPLES CORPORATE, Framingham, MA

2013- 2014

Product Marketing Manager – Consultant – New Product Launch

- Collaborated with internal employees across numerous departments, devised and pitched to executive management (SVP of Retail Merchandising and VP of Online Marketplace) a marketing strategy that gained buy-in across the entire organization (Staples.com, social media, events, Staples Rewards, retail, mobile, search, visual design and print).
- Liaised to creative in-house agency while managed/facilitated communications for launch of new products including partnerships with Scholastic, Crayola, Yankee Candle, Office Art, Copy and Print.
- Worked with internal creative team and outside agency to guide development of campaigns and optimization of media buy across ad networks.

CELEBRATION PARTY PLANNERS, Newton, MA

2010 – Present

Business Development and Event Producer (Part-time)

- Solicit new clientele for business generating over \$350,000 in event services for functions at luxury hotels and other exclusive venues. Manage logistical arrangements of subcontractors, designers, entertainers, and caterers while handling the supervision of staff and the execution of corporate and private events.

QUESTEX MEDIA GROUP, Newton, MA

2006 - 2009

Digital Marketing Manager, Corporate Digital Media Agency

- Built case for executive management to invest over \$100,000 into new technology that streamlined production, improved tracking of performance, quality of leads and customer engagement.
- Created internal educational portal with useful resources to guide the entire organization on monetizing digital media assets by sharing best practices, as well as hosted webinars.
- Doubled digital revenue from \$450k to \$1M with enhancements to e-mail marketing, implemented Salesforce across the company, launched webcasts, and six websites.
- Improved average opt-in by 108% for eNewsletter, while decreased production time and implemented list controls to follow CAN SPAM compliance.
- Generated publicity for CEO and VP of Digital Media, recognized as leaders in *BtoB Media Business Magazine*.

TEEN.COM, Acton, MA - *Acquired by Alloy Media + Marketing*

1999 - 2001

Digital Marketing and Public Relations Specialist / Fashion, Beauty & Entertainment Editor

- Conceptualized, edited and designed website content focused on fashion/beauty/entertainment recognized as *Best of the Web by PC Magazine* and interviewed by *Entrepreneurship Magazine* (1999)
- Increased site traffic from 40,000 to over 1 million unique visitors per month in the first three months with company, while secured celebrity interviews (Matt Damon, George Clooney, Britney Spears and others) and aligned partnerships/campaigns with advertisers.

EDUCATION

M.B.A. Northeastern University, 2005

Boston, MA

Merit-based graduate research assistant to faculty

B.S. Northeastern University, 1998: Concentration in Marketing & Sales, magna cum laude