









MOLLY WOJCIK

MARKETING ENGINEER / FULL STACK WEB DEVELOPER

CONTACT

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EDUCATION

FULL STACK WEB DEVELOPMENT

Coding Bootcamp
University of Denver
2017 - Present

B.S.B.A.

International Business
University of Denver
Magna Cum Laude
2000 - 2004

EXPERTISE

- Web Development
- Marketing Automation
- CRM Optimization
- SEO / SEM
- Strategic Partnerships
- Project Management
- Analytics & Reporting
- Content Marketing
- Lead Generation
- Email Marketing
- Budgeting & Planning
- Team Leadership

PROFESSIONAL PROFILE

Marketing engineer and full-stack web developer with over 10 years of experience building and optimizing digital marketing programs. My inherent spark and aptitude for technology, agile coding knowledge and skills, and a deep understanding of strategic business objectives come together to deliver solutions that achieve real business outcomes.

EXPERIENCE

FREELANCE TECHNICAL MARKETING CONSULTANT

Think Better Marketing / Remote / September 2017 - Present

Technical marketing lead, working with founder to strategize, implement, and grow digital marketing programs for early growth B2B technology companies.

- Facilitate setup, campaign buildout and optimization of marketing technologies, including CRM, marketing automation, email marketing, media engines, and customer engagement tools.
- Conduct performance audits to establish benchmarks and identify opportunities, including website and search optimization, marketing automation, and content marketing.
- Perform website maintenance and updates for client websites, including website architecture, landing page creation, A/B testing, and integrations.
- Implement ABM (Account-Based Marketing) programs for clients, including prospecting, list building, display advertising, content marketing, and ongoing nurture campaigns.

MARKETING MANAGER

SnapEngage / Boulder, CO / May 2015 – September 2017

Oversaw international marketing strategy and operations for market-leading B2B SaaS customer engagement platform.

- Strategized, planned, implemented, and performed ongoing maintenance of website redesign using custom theme on Wordpress multisite structure.
- Spearheaded adoption and optimization of new marketing CRM platform (HubSpot) to align and streamline marketing and sales processes.
- Ran predictive analytics models using a combination of firmographic, technographic, and behavioral data to identify and target best-fit prospects for inbound marketing and outbound sales efforts.
- Built and carried out marketing campaigns to maximize exposure of new product launches and feature releases to existing user base and targeted buyer personas.
- Identified and forged strategic partnerships with analysts, influencers, community and integration partners, building brand awareness and driving lead generation through various co-marketing activities, including webinars, article contributions and events.
- Conceived, branded, programmed and produced inaugural user conference event, hosting 60+ clients in Boulder, CO for two-day customer engagement best practices forum. Grew event revenue for a profit in 2nd year.

TECHNOLOGIES

Wordpress

Salesforce

HubSpot

Pardot

Google Analytics

Google Adwords

MailChimp

Adobe Creative Suite

JIRA

Trello

HTML5

CSS3

Javascript

MySQL

GitHub

PERSONAL SKILLS

- Grit
- Adaptability
- Resourcefulness
- Initiative
- Organization
- Creativity
- Productivity
- Reliability

EXPERIENCE continued

FOUNDER & PRINCIPLE CONSULTANT

BrandGrit / Denver, CO / November 2014 – May 2015

Provided scalable digital marketing services to small businesses using data and analytics to drive campaign strategy and execution.

- Built and managed websites for clients, organizing content hierarchy, customizing layout using modified Wordpress and Squarespace templates, optimizing for search engines, and implementing ongoing tracking systems and processes.
- Developed branding guidelines and imagery for new businesses, including logos, colors, fonts, and voice.

DIRECTOR OF INTERACTIVE MARKETING

Hyde Park Jewelers / Denver, CO / November 2004 – November 2014

Oversaw all digital marketing operations for five luxury retail stores in four diverse markets.

- Successfully launched and managed two e-commerce websites, building online catalog to over 3,000 products and notably increasing online revenue 140% year-over-year.
- Managed six-figure annual digital marketing budget, including co-op vendor agreements, consistently meeting spend/savings goals.
- Increased loyalty program member engagement over 100% by transitioning to paperless account statements and introducing online point redemption.
- Oversaw, mentored, and developed two direct reports.

INTERESTS

Avid outdoor enthusiast – rafting, telemark skiing, trail running, mountain climbing, golf, patio socializing – and traveling anywhere to do all of the above. When not adventuring, I love creating things – cooking, gardening, crafting, home improvement projects, and slinging code.

MANTRA

I try to be the best version of myself every day, which means being kind to others, challenging myself, giving 110%, and always growing.

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