

# Amanda Battaglia

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## Skills

### PROFESSIONAL

Marketing Strategy  
Project Management  
Cross-functional Collaboration  
Mobile Marketing  
Client and User Experience  
Process Improvement

### TOOLS

**Creative:** Photoshop, Illustrator, Figma, Premiere Pro, After Effects, InDesign, Acrobat Pro, Creative Cloud

**Office:** Microsoft Office 365, SharePoint, Teams, OneDrive, Excel, Word, PowerPoint, Slack, Zoom, Google Workspace

**Project Management:** Asana, ClickUp, BaseCamp, AirTable, JIRA, Confluence, Trello

**Analytics:** Heap, Google, Adobe

**Email:** Constant Contact, Mail Chimp, Emma

**Web and Mobile:** WordPress, Drupal, HTML, CSS, Deep-linking, Mobile Linking and Attribution, Canvas LMS

**CRM:** Salesforce Marketing Cloud

**Social Media:** Hootsuite, Buffer, Meta Platforms, LinkedIn, Snapchat, X, Pinterest, Vimeo, YouTube

- Creative and entrepreneurial marketing professional with a passion for user experience and driving results.
- Project management expertise includes leveraging technology to streamline processes, deliver projects on time and within budget, and transform innovative ideas into reality.
- Proven ability to bridge the gap between creative and technical teams to seamlessly integrate strategy, design, engineering, and legal considerations, ensuring successful project execution.
- Experienced proactive communicator and follow-through specialist that propels results and maintains project momentum.
- Demonstrated ability to develop and implement effective marketing strategies based on data-driven insights.
- Motivating people, discovering people's desire to be a part of something, identifying why they get involved or how they make a decision; these are the things that drive me.
- Building solid relationships and proactive problem solving lie at the core of my work.

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**NORTHWESTERN MUTUAL | MBO CONTRACTOR | MILWAUKEE, WI**

## Marketing: Campaign Management & Activation

May 2023 - Present

Championed standardization and action-oriented initiatives while fostering flexibility, creativity, and continuous improvement. Delivered projects using Agile Scrum methodologies.

Established a standardized naming convention for testing variations, streamlining the process from creation to results analysis. Secured alignment with analytics, creative, developers, and execution teams.

Enhanced operational efficiency by streamlining processes and improving documentation and organization. Developed automations and formulas for timelines, tasks, and calendars, resulting in improved process efficiency and faster collaboration.

Collaborated closely with developers, business partners, and creative teams to define project scope, timelines, and accelerate speed to market for successfully managed email and direct mail campaigns.

Leveraged Salesforce to analyze test results and optimize campaigns.

Ensured consistency across campaigns in adherence to legal, branding and data requirements.

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## Highlights

Mobile app adoption campaign drove a 71% increase in iOS downloads and 28% overall increase.

Re-engagement campaign resulted in a 55% increase in user engagement contributing to year end goals.

Multi-channel initiatives sparked a 40% year-over-year boost in mobile app downloads.

Pioneered an in-app promotion effort that propelled desired client action by 37.8%.

**NORTHWESTERN MUTUAL | MBO CONTRACTOR | MILWAUKEE, WI**

## Marketing: Client Experience - Digital Adoption & Engagement

May 2022 - March 2023

Spearheaded a comprehensive cross-functional approach to enrich the client experience and amplify action-driven campaigns, resulting in a 40% year-over-year boost in mobile app downloads. Developed trackable QR codes, landing pages, and deep links to capture user interactions beyond initial engagement across diverse channels, including print, email, social media, web, and in-app promotions.

Devised and executed data-driven marketing strategies and promotions for digital products, collaborating with creative, implementation, engineering, technical, and product teams to craft exceptional campaigns and user flows that drive results.

Worked with analytics teams to establish baselines, segments, and measure results. Implemented and trained others in Heap Analytics to track promotions, analyze user drop off and engagement beyond initial CTA. Created real-time dashboards for data-driven decision-making.

Leveraged competitive analysis and mobile app user analytics to inform strategies. Partnered with internal teams and Heap to establish privacy-centric measurement methodologies for evaluating promotion effectiveness across various client touch points.

Developed phased adoption and engagement roadmaps, tailoring touch-points to drive deeper engagement based on user actions. Employed a crawl, walk, run strategy guided by data to test and optimize strategies.

Orchestrated impactful and measurable promotions through effective collaboration across marketing, product, and engineering, leveraging negotiation and problem-solving skills to deliver timely and optimized effective campaigns.

Secured key stakeholder alignment and input for strategies, fostering strong relationships across the organization to effectively socialize, influence, and drive initiatives forward.

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## Highlights

Cross-Channel Marketing Campaigns: Landing pages, direct mail, targeted social media, event platform, print materials, email marketing, and more.

95% total attendees created an account in the event platform.

Orchestrated & transitioned 108 class sections from in-person to online for Spring 2020. In Fall 2020 added 76 classes online. Students rated their overall experience 4.42 out of 5 stars.

Create grant proposal graphics supporting areas of research and scholarship in the college (awarded \$1.5M+ in grants).

## Training

Online and Blended Teaching Program

Grow with Google Challenge  
Scholarship: HTML and CSS

UNIVERSITY OF WISCONSIN MILWAUKEE | MILWAUKEE, WI

### Interim Manager of CHS Outreach Office

November 2021 - May 2022

### Marketing and Communications Specialist

December 2017 - May 2022

Created and executed a comprehensive marketing strategy for the second largest Occupational Hand Therapist event in the US, maintaining and increasing attendance despite a transition to a hybrid format (sourced and set up event platform and livestream using Attendify/Webex Events).

Established overarching attendee user experience (in-person and online) through email marketing, videos, responsive websites, mobile app and event platform for two of the largest conferences at UWM SCE.

Monitored and encouraged engagement on the event platform for all attendees and exhibitors through web, email, support hub, videos, images, and GIFs.

Established exhibitor benefits to increase exhibitor ROI through the event platform. Managed exhibitor engagement through virtual sales presentations, ongoing communication, and post-event analytics.

Negotiated marketing and event-related purchase contracts and made significant contributions to talent acquisition by participating in various recruitment committees.

Conducted focus groups, interviews, and surveys to assess and improve marketing strategies and overall client experiences.

Developed and implemented comprehensive marketing strategies from conception to completion, driving growth. Promotions Included: social media campaigns (paid and organic), email marketing, evergreen print promotions, event marketing (in-person and online), swag, networking, signage, website and motion graphic creation etc.

Worked with various departments (20+) to increase awareness of programs and initiatives. Established a virtual social media marketing group to foster collaboration and best practice sharing, leading to strategic partnerships and increased audience engagement.

Promoted instructor and student success through a combination of comprehensive support, process optimization, and delivering personalized Canvas (LMS) training. Provided guidance and direction for conflict resolution, implement policies and assist with problem solving.

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## Highlights

Increased website sessions 180% per year through use of digital media (website, email, social media).

Expanded Facebook following by 184% in two years with a 26% increase in engaged users every year.

Assisted in building partner relationships online and offline with over 70 friends and partner organizations to expand reach and various opportunities.

Grew email subscriptions by 30% per year with a 25% email click rate.

## AMANDA BATTAGLIA CONTRACTING | MILWAUKEE, WI

### Digital Marketing Consultant

April 2017 - January 2019

Created and pitched proposals virtually to stakeholders. Clients ranging from non-profits to eCommerce online delivery service (B2B & B2C).

Conducted primary and secondary research (interviews, surveys, competitive analysis, etc.) to formulate data-driven marketing strategies for startups, online marketplaces, and small businesses.

Built comprehensive marketing plans including branding, messaging, strategies and implementation tactics based on research.

Designed responsive websites, wireframes, prototypes, and email marketing templates. Set up social media profiles and initial editorial plans.

## LETOURNEAU UNIVERSITY | DALLAS, TX

### Director of Media & Communications: Center for Faith & Work

April 2012 - April 2017

Project managed various initiatives including: website redesign, republishing a book, on-campus student outreach, generating donor materials, event marketing and managing logistics etc.

Planned and implemented digital media marketing strategies to extend LeTourneau's influence through the Center's online relationships.

Grew digital media presence and interaction through content creation including graphics for various social media platforms.

Reported project status and cost benefit analysis to senior level leaders.

Led the creation and maintenance of various landing pages and micro-sites (including site map and design) with partners, developers and designers.

Created a bi-monthly email marketing newsletter promoting content and events. Developed automated communications systems and opt-in incentives for email subscribers.

Collaborated with University Marketing and Alumni Department on various initiatives and events.

Formulated Key Performance Indicators (KPI) for the Center and tactics to connect with LeTourneau University's overall KPIs.

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## Highlights

Led marketing efforts resulting in 400 attendees 50+ live stream participants (doubling previous attendance).

Administered a successful event where 88% of attendees would recommend the event to a friend.

Built an app that was downloaded by over 460 users with 77% of users creating profiles to engage through the event app.

Generated custom communications for attendees (on site & live stream) with over 60% avg. open rate and 17% avg. click rate.

Promoted and communicated with 50 event sponsors and 47 presenters.

## Education

### LIBERTY UNIVERSITY

MAGNA CUM LAUDE 2011

Communications:  
Public Relations and Advertising

*Awarded The Outstanding Public Relations Student for 2011*

### LETOURNEAU UNIVERSITY | DALLAS, TX

#### Faith@Work Summit: Project Management & Communications

January 2014 - December 2016

Project managed a sold out, international event with a team of five (event planner, administrator, designer, AV, hotel facilities). Managed expenses and worked with various vendors to stay within or below budget.

Negotiated sponsorship levels with 50 event sponsors. Sourced and trained liaisons to provide customer service for sponsors and speakers.

Designed and created landing page, sales process, eCommerce website, marketing materials, overall marketing plan and attendee experience.

Implemented automation systems to improve efficiency and overall attendee experience. Developed attendee survey and evaluated results to improve on future events and marketing efforts.

### BETSY GRAY CREATIVE & 4WORD WOMEN | DALLAS, TX

#### Digital Media Manager

September 2011 - October 2013

Directed digital media efforts of national rapidly growing non-profit by recruiting, training, and managing virtual team of writers and social media contractors to meet goals, increase reach, email subscribers, grow and engage the national 4word community.

Composed regular social media and website trending reports. Formed social media strategy, recommending platforms and activity levels to raise national awareness of the national non-profit and local chapters.

Created comprehensive marketing plan with audience profiles and executive summaries. Advised leadership with quarterly reports from primary research and emerging media and trends related to the target market.

Assisted creative director with PR, editing web content, updating graphics and print materials. Managed weekly email marketing campaigns and event invites, co-authoring blog content with a virtual team.

Increased members by providing local chapter leaders with resources, networking opportunities, guidance in marketing, branding and systems.

Developed online mentoring program systems and materials including: marketing promotions, training materials, online user application, automated systems, payment system, and internal processes. Trained mentoring program coordinator focusing on user experience.