

Josephine Munis

Website: [www.josephinemunis.com/](http://www.josephinemunis.com/) Blog: <http://www.experian.com/blogs/credit-cornerstone/>

**Profile:** Lead generation and digital marketing expert who is an analytical marketer with highly successful 5+ years marketing record. I emphasize the development of marketing strategy and tactics with lead generation in mind. Extensive background developing, executing and measuring integrated digital campaigns for direct and indirect sales efforts involving digital marketing techniques, including: e-mail, SEO, paid search, digital partnerships, online media, social media, display ads, podcasts, video and web events/demonstrations.

**Areas of expertise include:**

Lead generation strategy

Web content creation and management

Marketing automation

Salesforce.com

Online marketing strategy & analysis

Campaign analysis reporting and optimization

E-mail marketing and lead nurturing

Social media marketing (Facebook, Twitter & LinkedIn)

**EXPERIENCE:**

**Experian**

Senior Marketing Communications Specialist

**Costa Mesa, CA**

October 2010 - Current

- Develop online marketing strategy and manage tactical execution of business unit campaigns.
- Perform campaign performance tracking, analysis reporting and optimization on key performance indicators.
- Carry out keyword research/analysis and create PPC campaigns using Google Adwords.
- Develop web content for product pages on [Experian.com](http://Experian.com) and on social network sites such as, LinkedIn and vendor sites.
- Provide strategy recommendations based on post marketing campaign analysis.
- Assist with creating new sales collateral for business unit.
- Integrate benchmarking, performance objectives, and ROI reporting into communications to ensure programs are targeted and effective.
- Manage business unit blogs and twitter account ([@Experian\\_DA](https://twitter.com/Experian_DA)).
- Manage and deploy weekly e-newsletters and quarterly newsletters using Cheetahmail. Increased open rates of weekly newsletter by 13% and click to open rates (engagement rate) by 17%.
- Assist with product migration deliverables for Experian customers.
- Work with e-commerce team to maintain promotional marketing activities on Experian.com.
- Research media buys for marketing activities.
- Provide strategic insight to senior management.

**Cyberdefender**

Senior Marketing Manager

**Los Angeles, CA**

June 2010 – August 2010

- Worked across multiple departments to improve processes, optimize campaigns, and analyze results (QA, Analytics, customer service and creative teams).
- Managed social media agency Raidious, in building and developing CyberDefender's social media initiatives. (Primarily Twitter and Facebook).
- Managed all online acquisition and retention activities.
- Worked closely with the SVP, Operations and CEO to develop, execute and analyze email activities.
- Managed online media planning, implementation and reporting (CNET, Softonic, Yahoo, MSN and Google).
- Responsible for media buying and optimizing marketing campaigns.
- Managed marketing coordinator and worked closely with marketing analyst.
- Made conversion optimization recommendations for CyberDefender website and email campaigns.
- Responsible for SEO, SEM and reputation management initiatives.
- Developed and implemented customer email and retention program. Created and distributed monthly newsletter content.

- Performed quality assurance during pre production and post production on landing pages, carts and website.
- Responsible for sending final approvals to QA team before product pages were pushed live.
- Created and maintained marketing calendar and email campaign calendar to ensure all deadlines were met.

### **ITEM Publications/Interference Technology**

Marketing Manager

**Blue Bell, PA**

January 2010 – May 2010

- Formulated, directed, and coordinated marketing activities and policies for each publication, newsletter, eguides and eblasts.
- Responsible for individual titles, corporate branding, promotions, PR, and partnerships.
- Assisted in the planning and implementation of special projects and product development, which includes paid newsletter, trade shows, conferences and new publications.
- Conducted economic and commercial surveys to identify potential markets for new products and services.
- Directed the hiring, training, and evaluation of freelance marketing staff and oversaw their activities in the US and Asia.
- Developed marketing campaigns to identify and capture new subscriber and advertisers.
- Negotiated contracts with vendors and distributors to manage marketing strategies.
- Consulted with sales, production and product development personnel on marketing planning and design.
- Wrote and distributed press releases and other marketing promotions via mail and email.
- Planned, designed and created promotional pieces; creating smaller promotions on my own, and working closely with the production manager for larger projects.
- Helped assure the accuracy, preservation and growth of subscriber database.
- Increase traffic to interferencetechnology.com and ElectronicsCooling.com website page views, and user interaction.
- Used social media (Twitter and LinkedIn) to increase individual publications brand.

**Publications:** EMC Test and Design Guide, EMC Directory & Design Guide, EMC Symposium Guide, Electronics Cooling, EMC Directory & Design Guide China, EMC Directory & Design Guide Japan, Environmental Test & Design

### **Fiberlink Communications**

Associate Marketing Manager

**Blue Bell, PA**

June 2008 – December 2009

- Developed marketing strategies which provided 20K + leads per year for regional sales managers and inside sales team through planning trade shows, online media and email campaigns.
- Used Salesforce.com to report on the behaviors and quality of leads, as well as the return on investment for various marketing activities.
- Negotiated with all vendors to ensure a 40% discount on all costs incurred. Maintained event and collateral budget.
- Created new processes for all sales team to implement ensuring data integrity.
- Trained all sales team upon hire on the data input processes and requirements as requested by the COO.
- Contributed content to the corporate and customer newsletter; create marketing communications, which are distributed internally and to customers.
- Assisted with collateral development helping to edit case studies, whitepapers, articles and product descriptions.
- Produced and managed monthly webcasts with the product team on topics such as Data Encryption, Vulnerability Assessment and IT Cost Savings.
- Managed marketing lists and databases and responsible for the purchase of client gifts and promotional materials. Fulfill all inter-departmental requests for premiums and marketing materials.
- Oversaw and provided input on all promotional designs.
- Managed marketing associate.

**Fiberlink Communications**

Marketing Associate

**Blue Bell, PA**

August 2006 – June 2008

- Supported sales team in providing leads to sales team and meeting our quarterly goals through various marketing activities. Used salesforce.com to report on all activities.
- Assisted in managing summer interns and their responsibilities.
- Supported sales team with varying projects and marketing requests.
- Assisted senior marketing manager with logistical details and planning of IT industry trade shows.
- Worked with design team with development and creation of brochures, logos and direct mail collateral.
- Helped with training, and monitoring efforts of a 20-30 person regional and international sales team.
- Assisted in planning annual company sales meeting, 180 person sales, product, development and executive team.
- Maintained fiscal marketing budget and department calendar.

## Other Roles:

**Wells Fargo Bank**

Wholesale Loan Administrator

March 2005 – August 2006

**Consumer Credit Counseling**

Marketing Assistant

June 2004 – March 2005

**EDUCATIONAL ACHIEVEMENTS:**

TEMPLE UNIVERSITY, PHILADELPHIA PA: Bachelor of Arts (2004)

**MAJOR:** Journalism**MINOR:** Business Management**CERTIFICATE:** Political Economy**UNDERGRADUATE EDUCATIONAL ACTIVITIES:**

- Temple News Online Editor: May 2003 – May 2004
- Temple News Assistant Online Editor: May 2002 – May 2003
- **Software:** Mac, Dreamweaver, Quark Express
- Philadelphia Inquirer Summer Intern (Features Department): Summer 2002
- Golden Key Honour Society Member: Fall 2001 - Present
- Delta Zeta Sorority Member: Fall 2002 –Spring 2004
- Delta Zeta Webmaster: Spring 2003 – Fall 2004
- National Panhellenic Conference: Parliamentarian

**Software:****Microsoft:** Excel, Publisher, Visio, PowerPoint, Word**Others:**

Salesforce.com

Eloqua

Cheetahmail

Lyris

Market2Lead

Google Analytics

Google Adwords

Google Insight

Omniture Site

OpenX

Teamsite

JIRA

Basecamp

Search Monitor

Demand Tools

WebEx

GoToMeeting

Adobe

Snagit

WordPress

Zoomerang

PollDaddy

SharePoint

Hootsuite

Facebook Insights

HTML

Quark Express

Photoshop

Vertster

Silverpop