Theresa (Tracy) Boesken

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[LinkedIn](http://www.linkedin.com/in/theresaboesken) | [Portfolio](https://shorturl.at/muv02) | [Calendly](https://calendly.com/tracy-boesken/let-s-meet)

**Summary**

Results-driven innovative senior campaign manager with a passion for constantly expanding martech knowledge through research and continuous learning to drive impactful marketing initiatives. Meticulous attention to detail and a track record of delivering highly successful campaigns. Proven ability to take the lead as an individual contributor and excel within collaborative team environments. Extensive expertise in design, lithography, and experiential promotional industries with a specialized focus on mastering omnichannel digital marketing.

**Portfolio** <https://shorturl.at/muv02>

**Experience**

**Sr. Marketing Campaign Manager** (remote) Dec 2019 - Jun 2023

Edifecs Inc. Bellevue, WA

Project management:

* Data-driven digital marketing campaigns, increasing lead generation for B2B SaaS solutions by 40% and accelerating prospects through the sales funnel
* Collaborated with sales and product marketers to strategize campaign elements resulting in a 20% increase in conversion rate

Execution:

* Marketing automation using Adobe/Engage (Marketo) including creation, lead nurturing, scoring, list management, segmentation, A/B testing, and dynamic content and personalization
* Sync with customer relationship management (SalesForce) and build reports for tracking individual campaigns and their pipeline influence (weekly, monthly, and ad-hoc)
* Create captivating event landing page/micro site and quick response codes for trade shows
* Webinars: Promote and produce; schedule GoTo Webinar, create landing page registration, campaign email promotion and monitoring, moderate broadcasts, edit recordings, and post on-demand resources

Optimization/Performance:

* Automate instant alerts of marketing engaged leads/marketing qualified leads/sales qualified leads status to sales development representatives for immediate outreach
* Monitor automation workflows, including troubleshooting, and optimizing processes for maximum efficiency and accuracy
* Produce success analysis in the form of campaign reports and dashboards for stakeholders
* Increase conversion rates, utilizing data-driven insights to improve campaign messaging and target audience

Mentored junior team members in best practices for marketing communications strategy development.

Launched successful implementation of SalesForce Marketing Cloud Account Engagement (Pardot).

**Marketing Communications Manager** (remote) Mar 2016 - May 2019

Health Catalyst Inc. Salt Lake City, UT

Medicity (Aetna subsidiary); Medicity was acquired by Health Catalyst in July 2018

* Develop robust email marketing campaigns using Marketo for external and internal communications
* Design emails, forms, and landing pages for campaigns
* Manage website content and updates using Drupal and WordPress
* Enforce brand guidelines to promote an integrated and unified brand
* Design event material: presentations, promotional items, graphics, and collateral
* Enhance organic social network activity
* Orchestrate logistics for regional and national trade shows
* Produce and moderate company webinars

**Digital Marketing Manager** Jul 2011 - Feb 2015

Carew International Inc. Cincinnati, OH

* Increased viable lead generation by 100%
* Eliminated 98% of false leads increasing time efficiency of sales
* Produced easily interpretable analytics reports for the Board of Directors
* Boosted brand awareness through the creation of engaging social media campaigns
* Maximized email marketing effectiveness by segmenting lists and personalizing content
* Developed and designed consistent branding of proprietary training materials
* Created on-demand sales collateral to achieve marketing goals

**Experiential Marketing Specialist** Jan 2002 - Jan 2020

Independent Contractor Cincinnati, OH

* Certified field manager and trainer, professional brand ambassador, event auditor

Earned recognition as a top performer consistently exceeding targets.

Consistently embodies the corporate identity in appearance, demeanor, values, and ethics.

Due to superior results, repeated use by multiple agencies over 18 years.

**Education**

Bachelor of Science Business Information Systems Indiana Wesleyan University

* Magna cum Laude
* National Scholars Honor Society

**Certifications**

* Adobe: Marketo Engage Digital Marketer 2024
* Monday.com

**Technology**

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| --- | --- |
| * Adobe Engage Marketo (certified) * SalesForce Account Engagement Pardot * SalesForce CRM * GoTo Webinar * WordPress * Drupal | * Adobe Creative Suite:   Photoshop, InDesign, Illustrator, DreamWeaver, Acrobat   * Microsoft 365:   Word, Excel, Outlook, PowerPoint, Publisher, SharePoint |

* Adobe Engage Marketo (certified)
* SalesForce Account Engagement Pardot
* Adobe Creative Suite: Photoshop, InDesign, Illustrator, DreamWeaver, Acrobat
* Microsoft 365: Word, Excel, Outlook, PowerPoint, Publisher, SharePoint
* WordPress
* Drupal
* Marketing Automation
* Digital Marketing
* Brand Development
* Content Creation
* Data Analytics
* Creative
* Innovative
* Analytical
* Industrious
* Dependable

**Skills**

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| --- | --- |
| * Marketing Automation * Digital Marketing * Content Creation * Graphic Design * Brand Development | * Data Analytics * Innovative * Analytical * Growth Mindset * Creative |

**Volunteer**

* Serenity League Captain women's retreat 8 years
* Dan Beard Cub Scouts Den leader 5 years
* Beech Acres For the Love of Kids Conference

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