

Klaudia E. Strojec

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Innovative professional with hands-on experience in developing website strategies to expand brand visibility and drive revenue growth. Instrumental in leveraging digital platforms to optimize performance metrics, encompassing website traffic, conversion rates, and customer engagement. Demonstrated mastery in managing HTML email developing with a strong emphasis on following best practices to provide best UX/UI. Recognized for data-driven decision-making by implementing SEO best practices and utilizing analytics tools to increase online presence. Outstanding leadership skills; establishing development teams, evaluating roles/skill sets, and transforming workflows.

SKILLS

- 15+ years of experience in web development, web design and collateral (brochures, flyers, menus, landing pages, signage, social media, digital and print ads, PPC, SEO, SEM)
- 8+ years working in marketing agency, 7+ years in corporate setting (2+ years in hospitality and 5+ years in federal government)
- 10+ years in Digital Marketing, Email Automation, SEO, SaaS technologies
- Directed, coordinated and monitored projects and resources to ensure project progresses on schedule (Jira, Trello)
- Developed successful CMS websites using WordPress, Bootstrap, Joomla and DNN
- Designed, built and optimized email templates (Marketo, IBM Watson/Acoustic, Mail Chimp, Constant Contact, Cvent)
- Very knowledgeable with HTML, CSS, Adobe (Dreamweaver, Photoshop, Illustrator) and Microsoft Office
- Experienced with e-Commerce (Prestashop, Magento, 3Dcart, Autprhize.net, PayPal, WooCommerce)
- Researched, recommended and implemented companywide new platforms (Wrike, DemandBase, Ceros, Data Studio)
- Experienced working in fast-paced environment, great at multitasking, ability to distinguish between urgent ask vs. priority
- Understanding of UX/UI, GDPR, ADA, 508 compliance

3Dcart, 508, ABM, ADA, Adobe, Analytics, Automation, Authorize.net, B2B, B2C, B2G, Bootcamp, Bootstrap, Ceros, CMS, CRM, e-Commerce, cPanel, CSS, Cvent, Data Studio, Demand Base, Digital Marketing, Dashboards, Data Visualization, DNN, Dreamweaver, Elementor, Email Automation, Figma, GA4, GDPR, Google, Google Analytics, Gutenberg, HIPPA, HTML, HubSpot, IBM Watson/Acoustic, Jira, Joomla, Litmus, Magento, MailChimp, Marketing, Marketo, MX Dynamics, PayPal, Photoshop, Prestashop, SaaS, Screaming Frog, SEM Rush, SEO, Sitecore, Trello, UX/UI, WooCommerce, WordPress, Wrike

WORK EXPERIENCE

DIGITAL MARKETING MANAGER | 04/2019 – 06/2024

Management Concepts | 8230 Leesburg Pike, Tysons Corner, VA 22182

- Identified technical roadmaps and project timelines
- Led simultaneously development and execution of multi-channel campaigns (email, events, webinars, blogs)
- Monitored, analyzed, recommended and implemented strategies to improve KPI metrics and set benchmarks
- Great management and communication skills; supported Directors and VP of Marketing in decision making process
- Managed teams consisted of designers, copywriters, developers and vendors
- Provided mentorship and best practice across marketing team
- Produced and prepared reports to show improvement in online visibility including social media rankings
- Communicated with sales, developers and vendors to improve acquisition and retention growth using ABM strategies
- Compiled and briefed reports that accurately reflected Marketing efforts across all channels
- Conducted A/B testing and ongoing optimization for SEO and PPC ads; built successful landing pages
- Contributed to 40% increase in email engagement and 192% in email acquisition
- Provided recommendation, designed and performed A/B testing to ensure successful email campaigns
- Optimized current email automation and lead nurturing campaign, including maintaining 500K subscribers
- Generated data and analytics for weekly, quarterly and annual Board Reports
- Set-up custom dashboards to drive data driven decision making when speaking with stakeholder
- Identified the need, built and implemented complexed new tool that seamlessly connects with DNN, Marketo, WordPress, on24: Resource Library

- Implemented SEO techniques to boost visibility of the websites, blogs and social media
- Organized company-wide first organic *Flash Sale* that lasted 3 days and resulted in 365 room reservations, \$65k in 72h
- Conceptualized and managed sweepstakes for multiple clients/properties at a time
- Spearheaded strategic web development projects by handling team of developers and vendors
- Analyzed all aspects of the email lifecycle, program performance metrics and developed custom KPI Reports
- Set-up interlinking structure for corporate website, blogs, landing pages and Intranet (CSOD)
- Responsible for web updates in 20+ website using WordPress Multisite framework
- Set-up, documented and maintained all email processes, procedures and programs

- Performed QA, troubleshoot, debugged and documented issues
- Responsible for training staff to provide technical support
- Worked closely with vendors to integrate new technologies and processes
- Spearheaded strategic web development projects by handling team of developers and vendors
- Set-up and led web governance meetings
- Worked collaboratively with client to assess needs, provided assistance, resolved problems
- Introduced alternate solutions to better meet client needs and developed new web concepts

- Built websites from scratch; converting PSD layout to full hand-coded CMS and/or HTML website
- Managed, implemented and hands-on coded custom online newsletters using Constant Contact and Cvent
- Led team of designers to develop interactive websites
- Developed custom templates for WordPress and other CMS websites
- Optimized and monitored webpages for mobile-first approach and implemented SEO
- Assigned and managed internal and external teams for successful project completion including integration of the new tools and processes
- Performed SEO site audits, recommended and implemented web changes to improve indexation and rankings

- Uploaded sensitive materials to the website including: navigation, text and graphic optimization
- Performed validation of completed websites including debugging and code testing
- Maintained hosting providers and cPanel of 30+ websites
- Responsible for design, upgrade and continual maintenance of corporate and client websites
- Created database for instructors using MySQL, PHP
- Defined SEO strategies to improve organic presence
- Able to design, develop and test responsive websites that match cross browser compatibility requirements

EDUCATION

<ul style="list-style-type: none">▪ Data Visualization Certificate▪ Advanced SEO Certificate▪ A.S. Computer Science▪ B.S. Business & Data Analysis: Marketing Analytics	<ul style="list-style-type: none">▪ Human Resources Management Certificate▪ Computer Information Systems▪ Desktop Publishing Technician Certificate
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