

MONICA M. WRIGHT

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Experienced and innovative data-driven marketer with expertise in growth marketing, strategy and audience development. Focused on growth that initiates user engagement and conversion across multiple channels. Demonstrated strategy, leadership and management experience with a proven ability to drive concrete actions and results. Recognized as fostering a collaborative culture and mentoring connected teams with impressive track records in deploying high-impact digital strategies. Keen interest in marketing operations, marketing automation, and data practices that make marketing efforts profitable and more effective.

EXPERIENCE

Third Door Media

VP Growth & Audience Engagement, Remote

VP Audience Engagement, Remote

Director of Audience Engagement, Remote

Community Editor, Remote

Redding, CT

January 2018 – April 2020 (RIF)

January 2015 – January 2018

March 2013 – January 2015

June 2011 – March 2013

- At Third Door Media (publishers of Search Engine Land, Marketing Land and MarTech Today, and producers of Search Marketing Expo and the MarTech Conference) advised C-suite, senior executives and stakeholders in deploying digital marketing strategies to increase audience and maximize qualified lead generation.
- Increased North Star marketable contacts (MQL) by 27% in 2019 through organic growth methods.
- Reduced North Star churn by 25% in 2019 via improved email deliverability and database management.
- Collaborated with editorial and sales teams to connect editorial strategy with site traffic and contact acquisition goals, resulting in more than 30,000 downloads of content assets in 2019.
- As Director of Audience Engagement, organically increased active social connections and email acquisitions by over 25% YoY between 2013-2015.
- As Community Editor, doubled social connections and increased social referrals by 60% YoY.
- Led and managed an audience-focused, cross-functional team across multiple brands with initiatives such as new brand and product launches, major redesigns, and data-driven projects that appeal to new, returning, and loyal readers and customers.
- Recommended, implemented, and tested new ways where people can consume and interact with our content across multiple channels.
- Continually optimized performance by creating rigorous A/B testing roadmaps for email messaging, advertising and landing pages.
- Managed and led advanced lifecycle marketing email campaigns to increase audience activation, conversion, engagement and retention.
- Analyzed and provided recommendations on email list health, segmentation strategy, and deliverability issues that arise with key email providers.
- Managed data tracking and integrity, ensuring audience data were accurate, consistent, and compliant with privacy regulations.
- Designed dashboards for key stakeholders using data visualization tools to communicate the impact of marketing programs.
- Researched, onboarded, and managed third-party software vendors and agencies.

Monica Wright Consulting

Principal, Part-time

Portland, ME

October 2010 – December 2019

- Provided digital marketing consulting and services to help both B2B and B2C clients increase traffic and conversions.
- Clients' industries include business services, B2B and news publishing, medical products, travel/hospitality and non-profits.
- Combined marketing and creative direction, communication, project management and analytical capabilities with the premise to get the right things done quickly and effectively.
- Developed new product concepts, establish milestones, and manage creation, implementation and go-to-market (GTM) strategies.

Hall Internet Marketing*Director of Search Marketing*Portland, ME
January 2011 – February 2012

- Responsible for defining the SEO and SEM strategies for B2B and B2C clients, then building the tactical plan to meet business objectives, including top rankings and visibility for competitive keywords, and highly qualified traffic to client websites.
- Led a high-performing search marketing team to focus on content strategy, testing and analysis.
- Oversaw campaign management and budgets while hitting cost-per-acquisition targets.

VONT + HMG Performance Web Marketing*SEO & Social Media Manager*Westbrook, ME
March 2008 – February 2010

- Increased search traffic to key clients by an average 40% year over year.
- Established search and social marketing as a profitable client service.
- Overhauled SEO audit processes to include technical on-page and off-site SEO factors.
- Established quality inbound link strategies.
- Monitored and developed actionable analyses on traffic, crawl and indexing of client sites using a variety of tools, including Google Analytics, Eightfold Logic, Google Search Console, Advanced Web Rankings and more.

MaineToday.com*Audience Development Manager*Portland, ME
June 2000 – March 2008

- Reported directly to the President of MaineToday.com, and was responsible for increasing audience through the consulting, training, development and marketing of new content and advertising products across different platforms- including search, online, video and mobile.
- Led marketing team on audience development and traffic initiatives through search and social platforms, including Google News, Yahoo News, Facebook, MySpace, and YouTube.
- Developed online and offline brand and marketing strategies across the MaineToday.com suite of products.
- Ensured that all elements of the marketing mix (product, positioning, price, promotion, media, etc.) were developed to maximize audience and/or revenue.
- Led the division's use of online analytics and reporting tools to conduct data analysis and evaluate performance.

OTHER RELEVANT EXPERIENCE

- MicroArts Creative Agency, Portsmouth, NH- *Practice Director of Search Marketing, Remote*
- Moz, Seattle, WA- *Associate, Remote*
- Diversified Business Communications, Portland, ME- *Promotions Manager*

EDUCATION**University of Southern Maine***Project Management Graduate Certificate Program*

Portland, ME

News Media Alliance (Formerly Newspaper Association of America)*New Media Fellowship*

Arlington, VA

Boston College*Bachelor of Arts, Double Major in Studio Art and Philosophy*

Boston, MA

SKILLS, CERTIFICATIONS & ACTIVITIES

- **Skills-** Marketing Automation (Marketo); Marketing Analytics, Data Visualization and Feedback (Google Analytics, Google Tag Manager, Google Data Studio, SurveyMonkey); Project Management and Collaboration Tools (Jira, Wrike, Basecamp, AirTable, Slack, G Suite); Online Publishing and Community Tools (WordPress, Disqus); Enterprise Social Media Platforms (SocialFlow, Chartbeat, Facebook Business Manager, Buffer, Hootsuite); Search Marketing Tools (Google Search Console, Google Trends, Google My Business, Moz, SEMRush, Yoast Plugins); Email Optimization, Deliverability Tools & Regulations (Webbula, FreshAddress, Kickbox, 250ok, Litmus, Validity, Clearbit, GDPR, CASL); Testing & Engagement Tools (Optimizely, CrazyEgg, Justuno); Excel and PowerPoint
- **Certifications-** Google Analytics Individual Certification & Coursera's IBM Cognitive Classes in What Is Data Science and Open Source Tools for Data Science
- **Activities-** Women of MarTech's Activation Committee, volunteering, certified black belt in karate