

Annette (Grieshaber) Giordano

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SUMMARY

My goal is to obtain a position working in email marketing, digital marketing or marketing strategy, that will allow me to utilize my skills regarding email marketing (including CAN-SPAM and CASL requirements, deliverability and design best practices, and data analysis), marketing strategy, digital marketing including social media marketing, and SEO, while also allowing me to exercise my general love for all things marketing. I am an excellent problem solver, an organized project manager, and an intelligent leader.

EDUCATION

University of Southern California, Marshall School of Business

Los Angeles, CA

Master of Business Administration

August 2009

- Concentration in marketing and the music industry, as well as digital marketing.

University of California, San Diego

La Jolla, CA

Bachelor of Arts in Music, minor in Computing and the Arts

December 2003

- Graduated with Honors in Vocal Performance

University of Melbourne

Melbourne, VIC, Australia

Bachelor of Arts in Music Candidate

November 2002

- Exchange student in the Conservatory of Music

EXPERIENCE

Blue Horse Digital Marketing

San Diego, CA

Owner and Freelance Digital Marketer

September 2019-present

I provide full-stack digital marketing services for a variety of clients, from marketing agencies to retailers to medical companies - from startups to major corporations. I've put together email copy and welcome campaigns, provided keyword research for setting up ads and ran social and Google ad campaigns, and helped to update Wordpress websites. Some of the highlights in my work for the last few months include:

- Built and automated the entire HubSpot Sales Pipeline for CureMetrix, a San Diego startup in the AI space for mammography as well as provided general email marketing and HubSpot management services
- Provided email strategy revamp plan for Jenny Craig and managed Marketo instance.
- Managed the Thanksgiving week email campaigns for eCommerce shoe retailer Mavette.com through Hubspot
- Provided a full welcome email series for Fast Track Lenders.
- Provided temporary digital marketing coverage for SynergEyes, Inc., a speciality contact lens manufacturer in Carlsbad, CA, and was responsible for updating and creating Hubspot landing pages, Wordpress sites, and all email campaigns. Also helped with data management and cleanup between CRM platforms and SEO improvements to the website.
- Set up the initial Hubspot instance for TOOTRiS, a San Diego tech startup in the child care space.

Encore Capital

San Diego, CA

Manager, Digital Marketing

April 2019-September 2019

Encore Capital is the US's largest financial recovery firm and is comprised of five holding companies that primarily function under the Midland Credit or Midland Financial names.

- I oversaw the Digital Marketing Strategy team, including EMail Marketing and our Marketo platform, and Digital Advertising.
- Worked cross-functionally with the IT team, spread between our India and San Diego offices, to help inform data setup for a connection between a new homegrown CRM system and Marketo.

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- Worked with the Lettering department to create omni-channel marketing campaigns that involved a careful cadence of paper letters (both legally required, and not), digital retargeting ads either directed at lettering audiences or phone number retargeting groups on Facebook or Google platforms, and email follow-ups.
- Revised and streamlined current SOPs and Processes for email creation as well as usage of ad platforms

Axos Bank (formerly BofI Federal Bank)

San Diego, CA

Senior Digital Marketing Specialist

February 2018-April 2019

Axos Bank is America's oldest internet bank. I have served as interim head of Marketing Automation for the last 6 months, leading a team of up to 3, plus managing relationships with outside agencies.

- I've worked closely with all of our technical infrastructure teams to map how our data flows, where, and what marketing messages might be triggered along the way.
- I successfully oversaw the rebranding of all of our marketing messages in two different email platforms during the company's name change from BofI Federal Bank to Axos Bank in September/October 2018. I also successfully oversaw the integration of Nationwide Bank and their messaging needs after they were acquired by Axos in November 2018. Hundreds of messages were involved in both cases.
- Worked as enterprise-level support for all major Business Units with regard to email message strategy, message creation, message edits, and deployment.
- Implemented the first truly automated marketing programs for the Bank, which involved tracking customer actions on our website, a triggered deployment of an email based on those actions, and data points fed back to Salesforce to support a brand-new business unit.
- Have worked on improving department efficiency, production, and strategy with growing success as systems have taken root.
- Also coded and deployed emails and managed data flows between Marketo and Salesforce as well as Marketo and all other informational systems.

SleepScore Labs

Carlsbad, CA

Direct Marketing Manager

August 2017-February 2018

The mission of SleepScore Labs is to change the world by improving the ability for everyone to get good sleep, and they do this primarily through the SleepScore Max device and accompanying smartphone app. My responsibilities involved overseeing all email marketing and outbound messaging not related to social media or PR, and also include serving as the in-house SEO manager for the company's WordPress site. Additionally, I helped to support our eCommerce activities through site analysis and paid advertising.

- Worked with the PR and Social Media teams to put together eCommerce Marketing Strategy in preparation for the SleepScore Max device sales launch in October 2017, which involved lead collection through a contest, coordinated Facebook campaigns, and splash pages on the website.
- Built the email marketing program from the ground-up, including facilitating selection of a new Email Service Provider. Segmented the database and had 4 different onboarding flows set up for new email subscribers based off of answers to a "sleep quiz" that was used as an acquisition tool on our website.
- Implemented best-practices throughout the new website, which was launched September 2017 including SEO tagging, schema, and user menus for increased functionality.
- Put in place reporting systems for all email metrics and on-site traffic, which involved establishing a UTM tagging structure and naming convention that was managed through Google Analytics and Google Tag Manager.
- Helped to redo the UX flow through the website after having installed HotJar for tracking website visits and identifying pages where conversions were dropping off.

Sharecare, Inc.

San Diego, CA

E-Mail Marketing Manager for Consumer Products

October 2013-June 2017

Sharecare is a health information company partially owned by Doctor Oz, which supports Doctor Oz's online presence in web and email. I currently serve as Manager for all e-mail business-to-consumer products and programs as well as lifecycle and engagement messages which involves, in part, A/B testing, and formulation overall email marketing strategy as well as regular updates to adapt to industry trends and company needs. Responsible for campaign quality assurance and post-delivery analysis. Actively work with database marketing to

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segment and analyze audience and audience behavior. Actively work with web analytics and in Adobe Omniture, to track site traffic based on email drivers. Assist with coding emails in HTML and CSS and adding analytics tags when needed.

- Oversaw redesigns of all e-mail templates for consumer campaigns in October 2014 and again in April 2015 following two acquisitions, resulting in increases of 4-5% for all open rates, and 2-3% increases for all click-through rates
- Oversaw implementation of Transform YOU fitness program, which involved over 90 individual messages.
- Created re-engagement email campaign that reduced the number of current inactive subscribers by 15%
- Successfully scrubbed distribution lists for one product line that resulted in a 10% increase in engagement
- Worked with ESP Deliverability Intelligence team to increase deliverability rate for one product line by over 20%
- Helped to develop an email digest campaign and module reporting capabilities - a format that had previously not been utilized by the company.
- Heavily involved in the selection of a new Email Service Provider and migration from YesMail to Salesforce Marketing Cloud.

Internet Marketing, Inc.

E-Mail Marketing Consultant

San Diego, CA

December 2012-December 2014

Responsible for assisting with the World of Playboy account and maintenance of new e-mail and social media services.

- Helped to develop a new strategy for cleaning the former, ineffective, e-mail list, as well as strategy for new acquisitions for e-newsletter list, newsletter distribution, and leverage of newsletter and sign-up process with Facebook.
- Helped to increase database size by 150% within 3 months of taking on the account
- Consistently achieved 30-45% open rates and 20-30% click rates for all e-mail rates, while also maintaining an approximately 97% deliverability rate.

San Diego Symphony

Group Sales and E-Mail Marketing Manager

San Diego, CA

December 2006-June 2013

Was responsible for handling all group sales, from initial client procurement, to ticket reservations, to planning and implementing any special event requirements. Also assisted the Direct Sales Department with formulating promotional pricing for ticket sales, creating advertising materials, arranging outside sales opportunities, and staffing outside sales events as well as order fulfillment. Managed all e-mail marketing across multiple departments as well.

- Helped to found the Symphony's Young Professionals Group, Encore SDS, and worked with the Marketing and Special Event teams to plan and advertise all events
- Doubled annual group sales revenue within 12 months of being hired. Consistently increased group sales revenue by at least 10% annually.
- Developed several community outreach programs for groups including a transportation program for residents from North San Diego County to be able to attend matinee concert, resulting in new subscriptions; also developed a discounted ticket outreach program with several music education groups and senior service groups in the San Diego area.
- Helped to generate new marketing leads through cultivation of community connections and effectively reaching out to new businesses and groups regularly.
- More than doubled the size of the e-mail database within 12 months of taking over its management. Open rates for general e-mails is consistently between 11-15%, with click rates of approximately 1-3% for e-mails sent to the entire database, and 3-5% for targeted e-mails.
 - Approx. 4 general e-mail campaigns sent per month, and up to 14 targeted e-mail campaigns sent per month.
- Helped to double web traffic and increase web revenue generated by approximately 40% through, in part, e-mail marketing, between 2011 and 2012.

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- Helped to more than double revenue taken in by the company between FY10 and FY11 through our website through strategic e-mail marketing, driving customers to digital sales channels.
- Oversaw a staff of up to three others – generally a summer assistant and 2-3 interns assigned to the Marketing Department.

Starlight Theatre

San Diego, CA

Marketing, PR and Development Manager

Summer 2003

Managed all press contacts, publication coordination, ad purchasing and coordination, department budget spending, and donation tracking for this up-and-coming theatre company, as well as helped to plan and implement special events and cultivation events.

- Formed relationships with local television and radio stations resulting in ongoing interview opportunities for Starlight's casts.
- Developed the donation tracking system currently in use, resulting in faster turnaround times for tax receipts and faster updates to annual donation lists.
- Served as the in-house graphic designer, producing up to 5 different flyers for each show worked on to be distributed as stuffers and in the community, as well as produced the templates for most of the signs for concessions and services at shows.

La Jolla Music Society

La Jolla, CA

Development Assistant

2004 – 2006

Processed all incoming donations and helped to manage invitation lists for special events, as well as assisted with planning and implementation of annual fundraising galas and other donor receptions. Assisted in organizing signage for donor and sponsor recognition at all concerts and assisted in advertising underwriting opportunities to donors.

- Developed, in part, a tracking system for the company's \$9 million of contributed income.
- Planned all of Donor Day 2005, including accommodations, transportation, and tickets for 25+ guests to attend a Padres baseball game, and symphonic performance, including meals.
- Designed several of the in-house produced signage and invitations.

Outside Ticket Sales Representative

- Developed two group sales relationships with national organizations – Elderhostel International and the Girl Scouts of San Diego and Imperial Counties.
- Generated over \$10,000 in group sales income for SummerFest 2005, a 10-day annual music festival.
- Headed all telemarketing efforts in addition to group sales.

JOB SKILLS

- Software Experience:
 - Basic functional software: Microsoft Office 365, including Sharepoint, OneDrive, and accompanying programs.
 - CRM Platforms: Salesforce, Hubspot, Microsoft Dynamics, Tessitura
 - Graphic Design and Layout: Adobe Photoshop, Adobe Illustrator, Adobe InDesign
 - Web Design and Analytics: Google Analytics, Google Tag Manager, Google AdWords, Adobe Omniture, Adobe Dreamweaver, Wordpress.
- Email Platform Experience: Marketo, YesMail, Salesforce Marketing Cloud/Exact Target, E-Mail Direct, Mail2 (by Lynch2), Cooler E-Mail, Mail Chimp, Constant Contact, ClickDimensions
- Ecommerce Platforms: Tessitura, Shopify
- Able to code basic HTML and CSS. Also familiar with coding responsive e-mail designs.

CERTIFICATIONS

Google Digital Sales Certification

Passed March 2019

Certification is good for 2 years, Certification Number 29573721

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Google Ads Search Certification

Passed March 2019

Certification is good for 1 years, Certification Number 33632410

Hubspot Email Marketing Certification

Passed October 2019

Certificate is good for 2 years, Certification Number fac5a1b57e6c4813a8190e4115d2ed12

HubSpot Sales Certification

Passed June 2020

Certificate is good for 1 year, Certificate Number e1f6554bbd1140e1bba39ceaa944b9bf

Marketo Certified Associate

Passed October 2019

Certificate Expires November 2021

BOARD MEMBERSHIPS

Villa Musica – San Diego’s Community Music School

March 2017-present

- Member of the Advisory Board regarding Marketing Strategy
- Member of the Marketing Committee
- Assisted with implementation of the “Come Together” Fundraising Campaign running May-June 2017 that generated 110% of the financial, and 100% of the membership goal.
- Manager of all social media accounts including Facebook, Twitter and Instagram between 2017-2018
- Set up the HubSpot instance for tracking students and donors

North City Youth Baseball

August 2018-August 2019

- Public Relations and Social Media Chair
- Managed all social media streams (Facebook, Instagram), Press Releases, and some email marketing
- Also planned all public special events (Opening and Closing Ceremonies) and managed PR activities

CONFERENCE PRESENTATIONS

Tessitura Network Users’ Conference

August 2008 and August 2012

- Presenter in session entitled “E-Mail Marketing Best Practices.” Session covered current e-mail programs available to small and large arts organizations, best ways to manage segments for e-mails through Tessitura ticketing software, best practices for prioritizing e-mail campaigns and segments for any organization, and other software tools available to use when doing e-mail marketing (e.g. Photobucket for free image hosting).
- Presenter in session entitled “Marketing to Groups and Schools.” Session covered best-practice tracking methods for group sales activities beyond traditional ticket sales in Tessitura database software.

ADDITIONAL INFORMATION

- Interests: Percussion performance (former Assistant Principal Percussionist of the La Jolla Symphony), swimming (swim instructor at UC San Diego).