

# CARLEE HOLZHALB

*Digital Marketing Specialist*



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## PROFILE

*Skilled Digital Marketing Specialist with over 9 years of experience managing and deploying integrated digital campaigns, on-brand and cross-platform. Experienced at incorporating remote project management experience, web design, and user experience to deliver high-impact content and experiences for prospects, clients, and key stakeholders. Interested in pursuing new challenges, leading remote teams' and cross-functional partners' requests to launch performance marketing and traditional digital marketing campaigns while improving performance, experience, and ROI for existing and future campaigns.*

## EXPERIENCE

### MEMORIAL HERMANN HEALTH SYSTEM

*Digital Marketing Specialist / Jan. '20 - Current*

- Coordinates with marketing directors, content authors, paid search, and social media teams to develop, optimize, implement, and distribute new and existing content for multiple service lines for our most significant market: Greater Houston.
- Project managed development and implementation of microsite experience for a highly successful annual audience engagement campaign; revamped experience garnered a 28% increase in participants and 7% increase in web traffic over the previous year.
- Project team member for complete website restructuring, redesign, and migration into Sitecore resulting in a record increase in visibility, ROI, and conversions for www.memorialhermann.org.

### MEMORIAL HERMANN HEALTH SYSTEM

*Digital Marketing Specialist - Contractor / Oct. '18 - Jan. '20*

- Creative and deployment role for the digital marketing department to ensure that team members meet project timelines and scope requirements.
- Developed social media marketing strategies for clients per the client's objectives and budget.

### BIC MAGAZINE

*Digital Media & Web Specialist / June '17 - Oct. '18*

- Transformed a media dinosaur through the injection of innovative digital and social media content resulting in higher retention rates, increased profitability by 200%, and increased social exposure by 80%.
- Created and implemented a brand that continues to give the business new life.
- Worked directly with owners and sales team to develop engaging video content, sales pitches, and contracts for digital offerings.

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## EXPERIENCE CONTINUED

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DNV GL - BUSINESS ASSURANCE, NA

*Marketing Communications Specialist / June '15 - June '17*

- Managed a \$0.5MM annual marketing budget and implemented social media strategy, content calendar, and imagery for the Healthcare sector.
- Project managed the development and implementation of an online customer portal with a focus on maintaining brand integrity while meeting internal and external functionality needs.
- Team lead for the annual symposium; despite changes in scope delivered on time, but slightly over budget.

TECHSTUDIOS, LLC

*Marketing & Creative / Sept. '12 - June '15*

- Account manager and creative designer for national and international clients.
- Maintained productive timelines by leading programming personnel, designers, and team members, both local and remote, in addition to communicating project details with stakeholders.
- Helped increase the size of the company by 27% over years of employment through leadership and program execution on incubation projects.
- Managed deployment of iOS apps, open-source developments, and CRM implementation for incubation projects.

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## SKILLS

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- Accessibility
- Adobe Photoshop
- Adobe InDesign
- Adobe Dreamweaver
- Campaign Planning
- Google Analytics
- HTML / CSS
- Keyword Research
- Mailchimp
- Pardot
- Project Management
- Reputation Management
- Sitecore CMS
- Social Media
- Tridion CMS
- User Experience

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## EDUCATION

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DIGITAL MEDIA, B.S.

*University of Houston / College of Technology / Houston, TX / '11 - '15*

HIGH SCHOOL DIPLOMA, GENERAL STUDIES

*Vidalia High School / Vidalia, LA / '00 - '04*