

VICTORIA LISH

"Victoria takes her work very seriously with the responsibility, critical thinking, and attention to detail that marketing roles need in this era. It's a complex world where creative and technical prowess is necessary to deliver effective, digital marketing programs, and she is cross-disciplined and multi-skilled to take anyone across the finish line." – Brooke Browne, Marketing Director at Smartbridge



Houston, Texas



281 - 840 - 0427



victorialeelish@gmail.com



/victorialish

SKILLS

- + Campaign Management
- + Content Creation & Management
- + Web Design
- + SEO / SEM
- + ABM / ABX
- + Data Analysis
- + Performance Measurement
- + Budget Management
- + Paid advertising using Google Ads, Bing Ads, LinkedIn Facebook, Instagram

SOFTWARE

- + Google Analytics
- + Google Ads
- + WordPress
- + SEMrush
- + Photoshop
- + InDesign
- + Illustrator
- + Salesforce
- + Microsoft Office
- + Drift
- + ZoomInfo
- + Emfluence

EDUCATION

BACHELOR OF SCIENCE, ADVERTISING

The University of Texas at Austin
2010 - 2014

HALLIBURTON BUSINESS FOUNDATIONS CERTIFICATE

The University of Texas at Austin
2010 - 2014

HONORS

ACADEMIC HONORS: DEAN'S LIST

- + Fall 2012
- + Spring 2013
- + Spring 2014

MARKETING MANAGER

Smartbridge / Houston, TX / January 2021 - February 2023

- + Achieved 2021 and 2022 MQL, SQL and converted lead goals through paid and organic traffic, content syndication, and several events
- + Performed budget management activities, including tracking annual spend against the budget and monthly forecasting, across 7 service lines
- + Created, managed, and improved service lines' microsites to garner high levels of search traffic, organic keyword rankings, and increased customer conversions
- + Deployed, managed, and optimized Google Ads campaigns with customized landing pages to capture customers during their research phase to increase meetings booked
- + Collaborated with managing directors to provide strategic marketing initiatives for impactful thought leadership content to stay on top of technology consulting trends
- + Nurtured qualified leads and clients through an ABM approach with thought leadership content and case studies every 3 weeks through automated email marketing to remain top of mind during the purchase consideration process

MARKETING MANAGER

Hyatt Regency Houston / Houston, TX / January 2017 - November 2020

- + Produced, maintained, and optimized property websites for high levels of visitation and reservation conversions
- + Created and executed digital marketing strategies, brand messaging, and visual design for Hyatt Regency, Einstein Bros. Bagels, Shula's Steakhouse, and Spindletop
- + Partnered with direct and third party distribution platforms to serve display, retargeting, and paid social media content for promotional messaging, resulting in
- + Executed integrated marketing campaigns with traditional, digital, and paid social tactics to elevate the customer experience through customized activations, iconic partnerships, and targeting optimizations

MARKETING COORDINATOR

Bay Bridge Administrators / Austin, TX / April 2015 - December 2016

- + Developed all designs for brochures, advertisements, and presentations
- + Created animated, educational videos to increase enrollment participation
- + Managed relationships with clients to customize and supply all marketing material needs, providing added value
- + Tracked and maintained licenses for multiple company entities across the country at the state level

QUALITY CONTROL MANAGER & MARKETING COORDINATOR

Darque Tan / Austin, TX / August 2010 - April 2015

- + Trained over 25 employees on quality assurance, quality control activities compliant with TDHS standards, and documenting processes
- + Identified performance gaps within processes and developed improvement plans to establish better documentation systems for facilitating procedures and policies
- + Developed marketing campaigns to resonate with the redefined target market

INTERNET MARKETING SPECIALIST

Mack Haik Dodge, Chrysler, Jeep, Ram / Georgetown, TX / August 2014 - December

- + Launched 32 geo-specific microsites customized for each suburb and every brand
- + Optimized site exposure by composing blog posts to gain top keyword search positions to educate consumers during their buying process
- + Developed Google Ads campaigns to capture customers at the beginning stages of their research followed by heavy retargeting campaigns