

Melissa Sowry



www.MelissaSowry.com



linkedin.com/melissasowry



Melissa.R.Sowry@gmail.com



917-583-6680

PROFESSIONAL PROFILE

Accomplished, innovative, creative, and inquisitive senior digital marketer with 15+ years of professional experience working in fast-paced entrepreneurial environments. Proven track record of achieving sustained digital success for B2C and B2B brands. Energized by all the components of marketing implementation and have an eye for the details – from strategy development, creative execution, measurement, and optimization. Digital experience spans social media, digital media, web, email, video, and influencer marketing. Draw upon a career that was jump-started in journalism. Thrive in leading teams, working alongside external agencies, and collaborating with cross-functional peers to personalize brand experiences.

EDUCATION

MBA
Marketing and Leadership & Strategy
University of North Carolina-Chapel Hill
2010-2012

BA
Journalism and Mass Communications
University of North Carolina-Chapel Hill
1998-2002

EXPERTISE

- Integrated Digital Marketing
- Content Strategy
- Social Media
- Influencer Marketing
- Paid Digital Media
- Website Operations & UX
- Visual Storytelling/Video
- Digital Analytics

RECOGNITION

- Adweek
- Ad Age
- Fast Company
- New York Times
- Inc.
- CNN
- Digiday
- eMarketer

WORK EXPERIENCE

Senior Digital Marketing Manager

Merz North America/ Raleigh, NC / 2015-2017

Identified as an experienced consumer marketing catalyst to reshape the company's approach to digital marketing. Brought onboard specialty healthcare company to build an in-house digital marketing function for a portfolio of 11 brands. Advised senior marketing leadership on digital transformation, content strategy, process standardization, and integration of digital marketing best practices.

- Served as interim head of the centralized digital team, the Integrated Portfolio Marketing Team, a team of 6 responsible for email, social media, paid media, website development and healthcare provider and sales rep digital tools (May-Sept 2017).
- Sought-after internal digital expert assigned to present to the highest levels of leadership within the Merz Global organization (CEO, CFO, CTO and Shareholders) the digital vision, strategy, and roadmap as well as brand performance updates and infrastructural improvement reports. These presentations were used to analyze digital investment levels and build a global digital center of excellence prototype.
- Oversaw a digital transformation initiative, Unified Experience, that will reconstruct the digital foundation of Merz and deliver a new healthcare provider portal, update Find A Provider website applications, build lead generation and nurturing tactics, and synchronize website design across the brand portfolio.
- Spearheaded 8 website redesign efforts in 12 months for audience utility and lifestyle content flexibility, while ensuring offline and online campaigns were in sync.
- Executed the redesign effort of the RADIESSE brand website that netted a 54% increase in traffic 30-days post launch and an overall 350% increase in site traffic compared to the previous year. The redesign optimized the consumer journey to a consumer-to-healthcare conversion tool, Find A Doctor, that resulted in 200% increase in traffic from previous year and a 11.4% average yearly conversion rate.
- Revamped brand social media strategies and approach to content development by identifying foundational content strategies that addressed competitor approaches, consumer personas, consumer values and "mirror" moments.
- Designed and implemented processes for website redesign efforts and monthly digital analytics reporting.

WORK EXPERIENCE CONTINUED

Senior Digital Marketing Manager | Content and Social Media Manager

Burt's Bees (The Clorox Company)/ Durham, NC / 2010-2015

Pioneered the Burt's Bees digital marketing approaches by building in-house capabilities and relationships with agency partners and creating high-impact digital marketing campaigns; the brand would become known as the 'digital darling' within the Clorox brand portfolio during my 5-year tenure. Oversaw strategic development and creative execution of all digital marketing initiatives, including social media, website, email, paid digital media, and social influencer partnerships.

- Directed 5-7 integrated global marketing campaigns annually in support of new product launches as well as more than 20 "always on" digital marketing initiatives by applying thought leadership, creativity, speed, resourcefulness, and a test-and-learn approach. Managed the non-working and paid media budgets of approximately \$750k and \$3M respectively.
- Developed an arsenal of digital tools and strategies to support the brand's rapid growth in integrated digital efforts: editorial calendars; brand voice guidelines, content strategy, KPI analysis, and campaign measurement.
- Spearheaded brand's overall approach to global social media strategy and agile content development by implementing a framework for creating, managing, and distributing content to more than 35 international markets.
- Expanded the company's use and adoption of social media to a highly interactive, engaging and industry-recognized digital channel that encompassed Facebook, Twitter, Vine, Pinterest, Instagram, and Influencer partnerships.
 - Championed brand "firsts" across the social landscape that were highly successful:
 - First sales ROI study via Datalogix that concluded a Twitter-centric campaign with a media spend of \$270k drove a 9.7% sales lift for Burt's Bees lip balm and a 6.1% sales lift for the brand overall.
 - First Instagram media buy resulting in 5.5M impressions and a five-point lift in product awareness {Source: Nielsen Brand Effects Study}. Campaign was selected by Facebook to be presented during their 2015 Advertising Week showcase.
 - First time using Burt's voice and image in Twitter crisis communication response; brand's singular tweet netted 500k impressions, 23.16% engagement rate and pick-up by Huffington Post and BuzzFeed.
 - First live, real-time social engagement with the American Music Awards, delivering 1M impressions.
 - Increase Facebook fan growth by more than one million new fans in 18 months.
- Managed various agency teams simultaneously including creative, media, social, and digital strategy and an internal team comprised of a social media community manager/strategist and a 2-person web team.
- Recognized as digital brand advocate holding one-on-one social media education sessions with Burt's Bees General Manager, hosting social media network partners for leadership and brand partner continued education, and serving on the Clorox Social Media taskforce. Awarded the Clorox "Blaze A Trail" Marketing Award.

Studio Manager & Multimedia Producer

University of North Carolina; News Services / Chapel Hill, NC / 2008-2010

Established UNC as a go-to resource for the national broadcast media with the launch of a state-of-the-art campus broadcast studio.

- Executed more than 180 national broadcast interviews with leading organizations—ABC, NBC, CBS, CNN and NPR—by identifying newsworthy issues and pitching UNC's experts to news correspondents, producers, and bookers.
- Advised the Chancellor and senior administrators on national media strategy and crisis communications.

Associate Producer; Production Associate; Desk Assistant

ABC Network News; "World News Tonight" and Midwest Bureau / New York, NY and Chicago, IL / 2003-2007

Fast-tracked through highly competitive roles within ABC News contributing writing, production, and editorial skills for "Good Morning America", "World News with Charles Gibson", and "Nightline".

- Handpicked for special assignments to manage logistics and provide editorial oversight including during Bob Woodruff's documentary and Hurricane Katrina aftermath coverage.

A W A R D S

- George Foster Peabody Award
- News & Documentary Emmy Nomination
- Business & Financial Emmy Nomination and Recipient

I N T E R E S T S

- Baking
- Blogging
- Travel
- College Basketball

E X T R A S

- Shorty Award Finalist
- "Blaze A Trail" Clorox Award
- MarCom Gold Award Winner
- Merz CEO Award
- Google Analytics IQ Certificate