

# MELISSA SOWRY

📞 (917) 583-6680

✉️ [Melissa.R.Sowry@gmail.com](mailto:Melissa.R.Sowry@gmail.com)

🌐 <http://www.MelissaSowry.com>

🌐 [LinkedIn](#)

## DIGITAL MARKETING LEADER

Digital Marketing Leader with more than 15+ years of professional experience working in fast-paced, entrepreneurial environments. Proven track record of achieving sustained digital success for B2C and B2B brands by formulating pivotal digital marketing strategies that drive business goals and uphold marketing objectives. Distinguished background in implementing and growing strategic digital commerce initiatives and integrated digital campaigns while fostering a positive brand and customer experience. Digital expertise spans social media, digital media, web, email, video, and influencer marketing. Leads teams, collaborating with external agencies and cross-functional peers to personalize brand experiences. Energized by all components of marketing implementation with an eye for details, from strategy development, creative execution, measurement and optimization. Employs background in journalism to deliver engaging stories.

*Delivered integrated digital marketing campaigns that gained industry attention from:*

**eMarketer • CNN • Inc.com • Adweek • Ad Age • Fast Company • Social Media Examiner • HubSpot • L2 Digital Index**

### Core Competencies

- Integrated Digital Marketing
- Content Strategy
- Influencer Marketing
- Paid Digital Media
- Website Operations & UX
- Visual Storytelling | Video
- Digital Analytics
- Social Media
- Market & Consumer Intelligence
- Revenue Growth & Expansion
- Relationship Management
- Customer Engagement & Insights

### Professional Experience

**2018 – 2024 • IBM • Raleigh, NC**

#### Senior Digital Strategist | Performance Marketing

Oversee and direct IBM.com/Automation, bringing together multiple business units to maintain and grow IBM's Automation brand presence. Lead the digital branding and online experiences for the new IBM business unit capturing a trending area of the technology market.

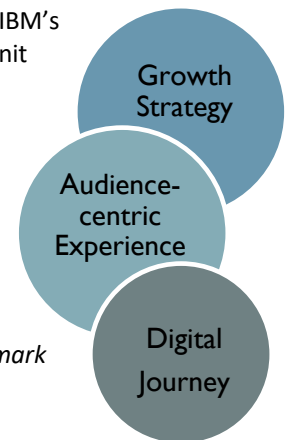
- *Developed the digital strategy to support an end-to-end digital experience for IBM Automation. Responsible for the implementation of digital best practices to content development, SEO and SEM.*
- *Leading a team of 30, comprised of brand and content marketers, production support, UX, designers, developers and writers, through a 20+ page website redesign effort, launching October 2019.*
- *Steward increasing IBM's organic search rankings, engaged traffic, digital pipeline and revenue.*
- *Maintain and optimize the 50+ page digital journey from thought leadership to product purchase, utilizing digital media testing methodologies and optimization strategies.*
- *Developed dashboards for reporting, providing ad hoc and consistent data pulls of real time and benchmark data, reporting on insights to the broader team and making recommendations to improve KPI metrics.*

**2015 – 2017 • MERZ NORTH AMERICA • Raleigh, NC**

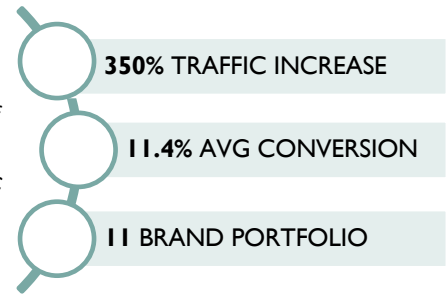
#### Senior Digital Marketing Manager | Integrated Portfolio Marketing

Recruited to this 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. Directed and trained team of 5 direct reports as well as an external team of 10, including offshore developers.

- *Held 6-month title as interim head of centralized digital team, the Integrated Portfolio Marketing Team, a team of 6 charged with driving email, social media, paid media, website development and healthcare provider and sales rep digital tools.*
- *Served as the Marketing lead on a 15-person cross-functional task force to complete a digital transformation project with a budget of \$2.5M and a timeline of 9 months. Developed business and brief requirements and managed the RFP process for selecting agencies and technology solutions to complete this effort amidst the company's transition to a new CEO and leadership team.*
- *Reconstructed the digital foundation of Merz to deliver a new healthcare provider portal, update 'Find A Provider' website applications, build lead generation and nurturing tactics, and synchronize website design across brand portfolio.*



- Selected to present to 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. Presentations were leveraged to analyze digital investment levels and build a global digital center of excellence prototype.
- Executed redesign effort of RADIESSE brand website, capturing a 54% increase in traffic 30-days post launch and an overall 350% increase in site traffic compared to prior year. Optimized the consumer journey to a consumer-to-healthcare conversion tool, Find A Doctor, resulting in 200% increase in traffic from previous year and a 11.4% average yearly conversion rate.

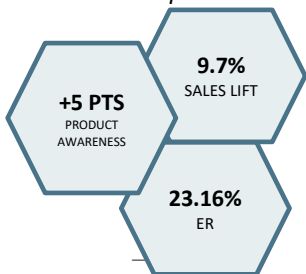


**2010 – 2015 • BURT’S BEES • Durham, NC**

**Senior Digital Marketing Manager | Content and Social Media**

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 \$1M 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.
- Navigated management of multiple 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.
- Championed brand “firsts” across the social landscape that were highly successful:



- Delivered first sales ROI study via Datalogix that concluded a Twitter-centric campaign with a media spend of \$270,000; drove a 9.7% sales lift for Burt’s Bees lip balm and a 6.1% sales lift for overall brand.
- Led 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 its 2015 Advertising Week showcase.
- Implemented use of Burt’s voice and image in Twitter crisis communication response for first time; brand’s singular tweet netted 500k impressions, 23.16% engagement rate and picked-up by Huffington Post and BuzzFeed.

**2008– 2010 • UNIVERSITY OF NORTH CAROLINA • Chapel Hill, NC**

**Studio Manager & Multimedia Producer | Media Relations**

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 correspondents, producers, and bookers.
- Advised Chancellor and senior administrators on national media strategy and crisis communications.

**2003– 2007 • ABC NETWORK NEWS • New York, NY and Chicago, IL**

**Associate Producer/Field Producer, Production Associate, Desk Assistant**

Fast-tracked through highly competitive roles within ABC News contributing writing, production, and editorial skills for “Good Morning America”, “World News with Peter Jennings” and “Nightline”.

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

**Journalism Awards**  
 George Foster Peabody Award  
 News & Documentary Emmy Nomination  
 Business & Financial Emmy Nomination and Recipient

**Education & Certifications**

MASTER OF BUSINESS ADMINISTRATION (MBA), MARKETING & LEADERSHIP STRATEGY • University of North Carolina  
 BACHELOR OF ARTS, JOURNALISM & MASS COMMUNICATIONS • University of North Carolina

**Technical Expertise**

Google Analytics, Brupal, WordPress, Hootsuite, Sprinklr SpreadFast, Hot Jar