

**James Louis Washkau**  
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## **DIGITAL MARKETING MANAGER**

An innovative and performance-driven digital marketing manager with a passion for technology and emerging marketing strategies. As an early adopter of technology, I have an established record of increasing top-of-mind awareness, Search Engine Optimization (SEO), and customer engagement through branded digital marketing channels. Specializes in digital content creation and the development of effective marketing collateral including landing pages, microsites, social media content, e-mail blasts, fact sheets, custom graphics, and videos.

**CORE COMPETENCIES:** HTML 5, Cascading Style Sheets (CSS), Adobe CC Creative Suit (Photoshop, InDesign, Illustrator, Dreamweaver, After Effects, Acrobat Pro), Email Campaigns, Google (Analytics, AdWords, AdSense, Webmaster Tools, Nonprofit Toolkit), Content Management Systems (Drupal, Wordpress, Bootstrap, node.js), Search Engine Optimization, Javascript, Microsoft Office Suit, Social Media (Facebook, Twitter, Instagram, etc) & Social Advertising, Photography, TicketMaster Archtics CRM, Salesforce.com, Eloqua, Digital Media buying (PPC, PPI, CPA)

## **PROFESSIONAL EXPERIENCE**

### **Digital Marketing Manager**

The Mann Center for the Performing Arts

*January 2015 – Present*

*The region's premier outdoor summer performing arts venue.*

Responsible for the management, coordination, and execution of the Mann's digital marketing strategy, content, and analytics—encompassing but not limited to: social media, manncenter.org, e-mail marketing, online advertising, and ticketing processes.

- Manages, updates, and creates content and platform upgrades on MannCenter.org, Mann Center mobile app, and social media networks, particularly event-related and facility information. Develops new pages on the Mann's website, modifies existing templates to fulfill department needs, and obtains or generates all appropriate artwork, written copy, and approvals while maintaining quality assurance.
- Designs, drafts and edits emails on behalf of the Mann Center while collaborating with departmental managers and stakeholders from Marketing, Programming, Development, Education, Operations and other departments.
- Community Management: monitors the Mann's digital channels for patron comments related to Customer Experience, Facilities, Programming, etc. and liaise with the appropriate departments to determine best responses or actions.

*References available upon request.*

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- Encourages online audience engagement and promotions. Innovates new institutional engagement tactics, both traditional and digital. Develops and oversees digital promotions related to performances.
- Identifies and advises on emergent technology trends. Makes recommendations on new features and applications relevant to the Mann's long-term goals and marketing strategies. Continues to grow existing digital and social channels.
- Manages & coordinates digital marketing vendor relationships, account maintenance, and invoice tracking.
- Collaborates with other members of the marketing team to build event-specific marketing plans for email campaigns, online ad buying (video and display), paid/promoted social and media buying, and Google AdWords. Creates content calendars for organic social efforts. Contributes to event marketing settlements.
- Provides regular reporting on digital marketing performance, highlighting relevant trends including open/click-through rates, web traffic, and conversions/revenue generated.
- Utilizes Ticketmaster Archtics CRM to pull patron data reports; analyze buyer trends, and formulate segmentation and targeting strategies.
- Manages timelines and deliverables for digital content across numerous departments.
- Works closely with the Mann's Public Relations firm to track & log (digital and print) all press mentions and clippings.
- Collaborates with web developers on website maintenance and updates, including design, content, and additional features.
- Supervises Digital Marketing Interns
- Assists on-site at performances with digital updates and assist relationship with vendors
- Manages data for digital assets such as event photographs, logos, and marketing artwork.
- Designs and manages digital signage and digital collateral required for performances and departmental needs.

SWETS INFORMATION SERVICES, INC.

September 2012 – November 2014

*An \$800 million world-leading provider of technical and scientific information products and services.*

### **Government Administrator / Sales Assistant**

- **Handles all North American Government subscription bids:** Scouts for RFP and RFQ bid opportunities and ensures accurate and timely submission by working with customer service team and management.
- **Grew Swets' GSA (General Services Administration) sales by 60%:** Increased awareness of participation to Government demographics through targeted marketing campaigns

*References available upon request.*

## James Louis Washkau

- **Implemented Salesforce.com Contracts Policy:**  
Created a company standard to maintain account contracts in corporate Customer Relationship Management (CRM) application
- **Reduced Lead Follow-Up Response Time to 48 Hours:** Developed system to distribute leads from marketing promotions to sales team and ensure appropriate follow-up actions were conducted.
- **Assisted in development of Quality Improvement Process:** Provided feedback and input to develop Swets' first Quality Improvement Process to gather competitive intelligent and feedback on high-value RFP and RFQ responses.
- **Assisted in market launch of five new products:** Developed initial marketing collateral including product description, event graphics, e-mail blasts, fact sheets, and landing pages.
- **Designed Swets' first product Microsite:** Designed the layout and coding of Swets' first product-oriented Microsite for entrance into the medical market.
- Supervises regional content on corporate website
- Performs presentations, webinars, and social media development

LINKSHARE CORPORATION

December 2008 - Present

### **Freelance Affiliate Marketer**

- Affiliate marketer for eCommerce businesses specializing in online marketing promotions.
- Implements Search Engine Optimization (SEO) and web strategy to rank product oriented landing pages in leading search engines
- Generates commission through media buying, web analytics, SEO, and social media

### **Education**

EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA

***Bachelor of Business Administration, Graduation: May 2012***

***Major: Marketing***

*Selected Courses:*

Consumer & Buyer Behavior	Integrative Business Applications
Financial Management	Operations Management
Integrated Marketing Communications	Retailing & Supply Chain Management

*References available upon request.*