

LACI DUARTE

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PROFESSIONAL SUMMARY

Innovative Digital and Content marketer with over 6 years of experience. Having worked in B2B and B2C-based businesses, I have developed a keen understanding of customer behavior along with extensive knowledge of executing digital marketing initiatives that drive traffic and close leads. Proven track record of designing and implementing successful strategies that enhance customer engagement, increase retention, and drive revenue. Skilled in analyzing customer data with the ability to think creatively.

- Content marketing strategy development
- Campaign planning and execution
- Marketing automation
- Copywriting and content creation
- Web design & best practices
- A/B and split testing
- Campaign tracking and reporting
- Sales outreach support
- Event/webinar coordination and management

WORK EXPERIENCE

Celonis | NY, NY

Aug 2023 - Feb 2024

Global Campaigns Manager | Contract

- Developing and delivering fully integrated global marketing campaigns that support business objectives to established growth KPIs.
- Spearheaded and led the Supply Chain global campaign. Worked cross-functionally to develop new assets and promotion plan to support the full funnel digital journey. Results: Generated over 4,000 net new leads in 6 months. Nurtured over 1,300 marketing qualified leads contributing to \$1M in closed revenue for the company with \$72M in open opportunities still in the sales cycle.
- Owned and orchestrated the implementation of a comprehensive oil & gas sales industry toolkit, working cross-functionally with subject matter experts, content writers, and designers to deliver a tailored solution for the company's sales teams.
- Managing the development of campaign assets, tools, and targeted content aligned to campaign channels including infographics, eBooks, blogs, email nurtures, videos, digital ads, and other prospect-facing materials to build awareness, drive demand generation, and arm the sales team.
- Critical collaboration with cross-functional marketing leads in Product Marketing, Content Marketing, PR and Communications, Digital Marketing, Partner Marketing, and Field Marketing as well as sales and business development teams.
- Designing and executing Celonis-hosted thought leadership webinars and demos.
- Working in tandem with Field Marketers to leverage and adapt global campaigns for use in regions including Germany, Europe, and Spain.
- Reporting on marketing program performance and driving corrective action, where needed, to achieve demand general targets and setting strategy, creating, testing optimization, analysis, and reporting on results.

BritBox by BBC Studios | NY, NY CRM Manager

Apr 2022 – May 2023

- End-to-end ownership of email marketing campaigns and content calendar including newsletters and lifecycle drip campaigns to audiences in various regions including US, Canada, Australia, South Africa, Sweden, Norway, and Finland.
- Increased newsletter open rates for North America by 15% in year 1.
- Increased newsletter open rates for South Africa by 10% in year 1.
- Plan and manage the email marketing calendar to ensure optimal contact frequency.
- Conduct AB and split testing.
- Analyzed customer data and use segmentation techniques to create personalized email experiences.
- Tracked and analyze the performance of email campaigns and provide actionable insights for improvement.

AMC Networks | NY, NY

Jan 2022 – Apr 2022

CRM Associate

- Built and deployed email marketing, push, and in-app campaigns for a premium portfolio of streaming services that includes AMC+, Acorn TV, ALLBLK, Shudder, and Sundance Now
- Managed campaigns end-to-end including building ad-hoc campaigns within the email platform, routing campaign builds through necessary stakeholders, tracking campaign status, and deploying campaigns in international regions.
- Developed and executed a best-in-class CRM program to keep subscribers streaming.

Brandwise Media | NY, NY

Feb 2021 – Dec 2021

Personal Brand Strategist (Contract)

- Collaborated with account managers, designers, and copywriters to develop methods to enhance clients' brand visibility and market share on LinkedIn.
- Managed one of the highest-performing clients in the agency and boosted their engagement rate by 30% for a 90-day campaign garnering about 6,000 likes, with the highest post receiving 1,400 likes for their book launch.
- Developed digital marketing strategies that raised brand awareness, drove customer growth, improved a brand's positioning, and achieved critical campaign KPIs.
- Delivered ideas and concepts to set clients apart from competitors, creating a strong position for market growth and recognition across various media channels and monitoring social media trends.
- Determined and developed a client's unique voice and brand personality through brand standards to ensure a consistent brand story.
- Prepared monthly brand strategy & metrics reports to present to clients and created monthly content calendars.

Axis Insurance Services | Franklin Lakes, NJ

Sep 2018 – Feb 2021

Director of Marketing

- Oversaw all aspects of online, digital, and corporate marketing. Aided the company in generating \$70k in revenue in one year.
- Managed and oversaw the company's social media presence. Increased the number of followers by up to 40% each year.
- Implemented an inbound marketing automation software program (HubSpot) which ultimately aided the company in a significant increase in website traffic and sales each year.
- Trained the company's sales team on marketing automation best practices to close leads.
- Develop content by researching to produce valuable content such as buyer personas, audience analysis, Competitive research, and on-page optimization.
- Managed the company's marketing automation software platforms, sending trigger-based email campaigns.
- Developed content for the company website, blog, email campaigns, and sales & marketing collateral.
- Created reports, benchmarks, and management tools to assist management in decision-making.

ADDITIONAL EXPERIENCE

LJ Consulting | Beacon, NY

Jan 2016 – Present

Founder

- Providing website design, SEO, and digital marketing services to local small minority-owned businesses
- Creating and delivering hands-on advisement and content resource guides for small business owners

American Marketing Association NJ Chapter

Dec 2019 – Aug 2022

AVP, Communications

- Provided strategic direction for all external AMA NJ communications including recruiting.
- Managed Graphic Designer, Web Content Creator, Videographer, Photographer, Social Media Specialists, Content Specialists, and Email Marketing Specialists to create a unified AMANJ voice representative of the AMA NJ brand.
- Used AMA Brand Strategy Guide to inform the design and creation of content on all AMANJ platforms.
- Oversaw workflows for digital campaigns (email, newsletters, blog content, web content).

EDUCATION

MBA, Mount Saint Mary College | Newburgh, NY

May 2018

B.S. Business Management & Marketing Concentration, SUNY Empire State College | New York, NY

Aug 2014

SKILLS & CERTIFICATIONS

- HubSpot
- Braze
- Hootsuite
- Constant Contact
- Blueshift
- On24
- Airtable
- Google Analytics
- Salesforce
- Mailchimp
- Slack
- Wix
- Squarespace
- MS Teams
- MS Office Suite
- Adobe Photoshop
- GoDaddy
- Shopify Ecommerce

The Wharton School of the University of Pennsylvania

AI Fundamentals for Non-Data Scientists Certification

March 2024

Section School

Product Positioning Certification

April 2022