



# SANDY MELLO

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## Summary

Data-driven marketing leader dedicated to continuous improvement of channel marketing processes. Strong communicator with the proven ability to establish rapport with direct reports, peers, and all levels of management. Approach plans with efficiency, innovation, enthusiasm, and adaptability. Ready to offer 15+ years of experience to a new role dedicated to achieving exceptional results.

## Core Competencies

- Digital Marketing Strategy
- Marketing Automation
- Lead Generation
- Campaign Management
- Sales Enablement
- Cross-departmental Alignment
- Mentorship
- Performance Tracking

## Experience

### Senior Manager, Marketing Operations

01/2022 – 11/2022

Industrious

Oversaw complex automated marketing programs and critical projects that support data management, lead workflow, lead scoring, lead nurturing, and database integrity

#### *Notable Accomplishments*

- Established new tracking framework for email to accurately show the channel's efficacy and highlighting that it is the 2nd highest conversion channel at an average of 18%
- Led integrated marketing campaign increasing occupancy of launching locations to 20% prior to opening
- Created Lead Lifecycle Model showcasing actionable metrics at all stages of the funnel and optimizing the quality of the sales and marketing pipeline
- Served as Culture Captain aimed at promoting a positive culture to drive the morale and productivity of the team

### Senior Manager, Demand Generation

05/2021 - 12/2021

ProSites

Acted as mini-CMO for the dental/medical vertical creating integrated marketing plans consisting of multi-touch programs including both inbound and outbound tactics

#### *Notable Accomplishments*

- Developed lead generation and lead nurture campaigns delivering 102% of SQLs and generating revenue 130% over target in my first quarter
- Delivered reporting, analytics and marketing funnel analysis that illustrated how marketing programs have impacted 75% of sales pipeline
- Created compelling content to support campaign interaction points: email, landing pages, advertising, event messaging, online and offline campaigns

### Manager, Digital Marketing Communications

11/2015 - 05/2021

AMG Funds

Spearhead strategies from ideation to execution working cross-functionally to design, manage and execute digital marketing campaigns across channels focused on lead generation and conversions for a leading boutique asset management firm

#### *Notable Accomplishments*

- Led successful implementation of HubSpot Marketing Hub, which increased productivity and resulted in savings of 200K per year
- Established lead generation strategies centered around a lead scoring model, increasing the number of sales qualified leads by 61% since inception
- Built and maintained social selling and employee advocacy programs resulting in an 11% increase in inbound connections over a 12-month period
- Coached and served as subject matter expert on digital tools, including Seismic (sales enablement), HubSpot (marketing automation), and Hearsay (social media)

#### **Marketing Manager**

03/2007 - 05/2015

##### Reed Exhibitions

Managed all aspects of the event marketing campaign, including direct brand management, digital marketing, social media, VIP customer relations, PR, advertising and sales collateral across multiple industry sectors, as well as mentoring and leading a staff of four associates

#### *Notable Accomplishments*

- Managed and developed a strategic marketing plan resulting in a 51% increase in event attendance over five years while remaining under budget
- Utilized marketing analytics and research insights to close a 30% deficit in event attendance in under four weeks
- Supervised four marketing associates to efficiently deliver 250-300 projects per month across multiple channels including print, email marketing, public relations, social media, partner, VIP customer, and special event assignments
- Promoted from Associate to Senior Associate in 2009, then to Manager in 2010

#### **Special Events Coordinator**

06/2005 - 03/2007

##### Major Indoor Soccer League

Responsible for logistics for all corporate meetings and special events

#### *Notable Accomplishments*

- Assisted in planning and execution for the three main events; Opening Day Weekend, All-Star Weekend and the Championship Series
- Coordinated executive management quarterly and investor meetings across the US

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## Education

Communications, Video/TV Production  
Hofstra University

01/2005

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## Technical Expertise

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|-------------------------|----------------------------|
| • HubSpot Marketing Hub | • Salesforce               |
| • Eloqua                | • Hearsay Social           |
| • Marketo               | • Adobe Creative Suite     |
| • Seismic               | • Agile Project Management |

Experience with Adobe Experience Manager, Adobe Analytics, Tableau, Zoominfo, Hootsuite, ExactTarget, Squarespace, SEO, SEM, PPC, Wrike, monday.com