**ROBERT S. JOSEFS, MARKETING OPERATIONS MANAGER**

1001 Robin Road, Hillsborough, NJ | 201.655.1037 | robjosefs@gmail.com

[www.josefs.net/portfolio/](http://www.josefs.net/portfolio/) (Password = imagine)

13 years’ experience driving B2B marketing strategies, lead gen, branding and strategic alliances. Own all digital marketing and marketing-related technology. 5 years managing teams and budgets. Strong content development skills. Fluent in analytics and KPIs.

**MARTECH COMPETENCIES**

**Analytics**: Clicky Analytics, Excel, Google Analytics, Google Search Console

**CRM**: Lotus Notes, SAGE, Salesforce, Zoho

**Event Management**: CrowdCompass, Cvent, GoToWebinar, WebEx

**Graphic** **Design**: Camtasia, Canva, Illustrator, InDesign, Photoshop (familiar), Piktochart

**Hosting**: GoDaddy, Net Solutions, WPEngine

**Languages**: CSS, HTML, JavaScript, SQL, VBA

**Marketing** **Automation**: Act-On, Eloqua, MailChimp, VerticalResponse

**Project** **Management**: Excel, Microsoft Project, SmartSheet

**Web**: Adwords, Dreamweaver, HootSuite, Intercom, LiveChat, Social Platforms, SurveyMonkey, WooCommerce, WordPress

**EDUCATION, VOLUNTEER, ADDITIONAL**

* **BBA in Information Systems, Baruch College, Cum Laude, Golden Key National Honors** (2005)
* **Certification, Google Adwords** (2016)
* **Dale Carnegie: Skills for Success** (2016)
* **Volunteer, FreeWigsforKids.org** (2010 – Current)
* **Freelance Web Designer** (2011 – 2017)
* **U.S. Navy, Active Duty** (1994 – 1996)

**EMPLOYMENT**

**Marketing Operations Manager | Staten Island, NY | Celerant Technology** (Aug 2016 – Current) ***Leading provider of SaaS retail software & eCommerce solutions***

* **Marketing Automation**: Increase leads and engage with clients via email automation. Company recently closed a large deal that converted from a campaign. Currently switching to Eloqua (i.e., clean email lists; create segments, integrate web form/CRM, design email templates/landing pages.
* **Content & Video**: Write content for webpages, blogs, social, press release, case studies, magazine ads, sales sheets and brochures. Created animated explainer videos. Recent post: Target’s outage and how to prevent an outage in your store.
* **Strategy & Management**: Assist with developing strategy and budgets. Manage team projects and provide mentorship. Recently developed a multi-channel strategy to break into new verticals.
* **Website Management**: Own the WordPress website and client portal. Build landing pages. Update plugins and mange hosting. Integrate web forms with marketing database. Assist marketing agency.
* **Events**: Promote trade shows and the annual client conference. Recently ran a webinar to retailers in Illinois (100 registered, 68 attended).
* **Analytics**: Leverage Google Analytics and marketing automation metrics to improve paid/organic web traffic, open/click-through rates and other KPIs.

**Partner Marketing Manager | Warren, NJ | F-Secure** (Aug 2015 – Mar 2016)

***Provider of cyber security SaaS solutions & services, headquartered in Finland***

Generated leads through resellers. Incentivized partners through promotions, SPIFFs and certified training. Managed the partner program and portal. Recruited and onboarded new partners. Keynote speaker on cyber security topics.

**Digital Marketing / Channel Marketing Manager | Edison, NJ | RightAnswers** (2012 – 2015)

***Provider of enterprise-level SaaS, Cloud knowledge management solutions***

Generated leads through partners and digital channels (SEO, Adwords, social). Created eBooks, infographics, PRs, case studies, newsletters, emails, blogs. Coordinated webinars, trade shows and client conferences. Designed and ran the company’s first partner program.

**Head of Sales & Marketing | Nutley, NJ | Alloy Software** (2006 – 2011)
***Startup; provider of IT help desk software***

* Promoted from Account Manager to Head of Marketing and Sales (2008).
* Developed the marketing strategy and customer journey. Managed and trained the sales team. Managed 100+ accounts. Conducted sales demos. Responded to RFPs. Managed media and analyst relationships (Forrester, Garter). Created a highly profitable government marketing campaign.