

Luis Marte, MBA

New York, NY

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EDUCATION

Bachelor of Science: Computer Science

*Boston University / Boston, MA
2014 – 2017*

Master of Business Administration

*NYU Stern School of Business / NYC
2019 - 2021*

SKILLS

- Bilingual: English & Spanish
- Digital & Traditional Marketing Strategy
- SEM/SEO & PPC Strategy
- Growth Marketing
- Project Management
- Go-To-Market Strategy Planning
- Public Relations
- Web Development
- Affiliate Partnerships
- CRM Management
- Team Management
- Critical Thinking
- Customer Service
- Focus-Driven

SOFTWARE

- Adobe Suite
- Google Suite
- HubSpot, Marketo, & Pardot
- Microsoft Office Suite
- Salesforce.com
- Zoominfo & Saleintel
- Outreach.io & Gong.io
- Sales Navigator
- SQL

SUMMARY

Innovative, business-minded, and creative professional offering 6+ years of success, leading top-performing marketing, media, and advertising operations, consistently going above and beyond expectations.

A believer in the value and effectiveness of creative, out-of-the-box go-to-market strategies and innovative marketing campaigns designed to improve awareness and generate high-value leads.

EXPERIENCE

Sr. Director of Marketing (Global)

1touch.io / 2020 - Present / New York, NY

- Led marketing department with a responsibility for developing and implementing marketing strategy globally. Managed a 8-person in-house team and outside contractors and agencies to meet strategic goals and business objectives while staying within budget.
- Responsible for planning, development, and implementation of brand, creative website, digital, corporate communications, social media, and event planning, both internal and external. Develops marketing support materials.
- Led the collaborative development and implementation of strategies to increase awareness and generate leads for individual practice areas.
- Transformed the marketing strategy and branding to include logo, website and collateral redesign. Established a stronger web presence, concentrating on the website redesign, writing and curating blogs and social media content. Website traffic increased by 80% and elevated firm image per vendor and clients.
- Developed and managed a cost to return on investment (ROI) for all promotion activities to support appropriate resource utilization, campaign proposals, and annual budget preparation.
- Launched a webinar and channel program to increase events by 6x and featuring internal and external thought.
- Led the launch of integrated marketing campaign models to enhance prospect engagement.

Sr. Marketing Manager (LATAM & US/Canada)

SaleCycle / 2019 - 2020 / New York, NY (Covid-19 Affected)

- Reporting directly to company leadership, led the development and execution of all marketing and public relations activities for the Marketing technology company in LATAM, US & Canada that saw more than 3x increase in revenue over three years.
- Developed company's first LATAM, US & Canada marketing plan, providing support to departments across the company.
- Drove the creation of a lead-generation process that saw a 4x increase in marketing qualified lead generation and a 3x creation in opportunity pipeline, plus regular engagement of key stakeholders.
- Launched social media programs, expanding reach by more than 140 percent across platforms.
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CERTIFICATIONS

- Google Analytics Individual Qualification
- Google Ads Certification
- Facebook Blueprint
- Twitter Flight School
- HubSpot Inbound Certification
- HubSpot Content Marketing Certification
- HubSpot Email Marketing Certification
- Hootsuite Social Marketing Certification

Sr. Marketing Manager (LATAM & US/Canada)

SaleCycle / 2019 - 2020 / New York, NY (Covid-19 Affected)

- Created field marketing unit, that expanded corporate event presence by 10x and established leaders to engage audiences, reinforce brand positioning, and drive revenue.
Launched a monthly e-newsletter program reaching more than 20,000 readers with tailored content.
- Oversaw website updates and activities, driving monthly traffic to increase by more than 50 percent.

Digital Marketing Manager

BigID / 2017- 2019 / New York, NY

- Built sophisticated digital marketing campaigns that fully integrated with social media, marketing automation, PR and offline activities. Developed and implemented an online lead acquisition strategy for a new service and generated a 230% increase in revenue in the first 8 months.
- Developed a content strategy to produce thought-leadership in various formats ranging from website content, white papers, e-books, webinars, blogs, and videos.
- Drive and optimize SEM and SEO programs: keyword discovery, keyword expansion, ad copy, content writing, ad grouping, landing page optimization, a/b testing and analysis.
- Develop and maintain a comprehensive social media strategy that defines how social media marketing techniques will be applied to increase visibility and traffic.
- Revamped paid search strategies which led to a decrease in cost per inquiry by 43% and successfully increased inquiry volume by 108%.
- Implemented a regimented SEO plan leading to a 58% Moz score increase and ultimately increasing organic website conversions by 42%.

Sr. Marketing Manager (Product & eCom/Brand)

Sneakeroven / 2014 - 2017 / Boston, MA

- Develop and maintain a comprehensive social media strategy that defines how social media marketing techniques will be applied to increase visibility and traffic.
- Managed all marketing communication activities including print, radio, digital marketing, social media brand strategy.
- Developed annual sales and marketing plans, established monthly marketing campaign goals tracked key performance indicators.
- Created a new website and iOS mobile app user experience that drove a 34% conversion rate increase and a 21% bounce rate improvement.
- Proven track-record of developing and growing profitable online marketing programs via SEO, SEM, Affiliates, Comparison Shopping Engines, Mobile and Display channels in international markets, specifically within EU, LATAM and Canada

PERSONAL SITE

- StudioLouie.co