

LAURA MEDLEY

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A digital marketing and data strategist who combines business with creative, analytic, and project management skills. Always an early adopter of marketing technology using data to drive traffic and sales, I've created highly successful large-scale digital experiences and high-profile ecommerce sites managing teams and creating partnerships that enhanced brand and increased revenue. I thrive on fast-paced progressive projects that achieve great goals, with monetization and people at the forefront.

SKILLS

Digital Experience Creation | Martech | Digital Marketing Strategy | Global Digital Strategy | Personalization | Interactive Production | Inbound Marketing | Website Management | Ecommerce | Start-up | SEO | Content Strategy | Social Media | Mobile | Content Marketing | Digital Project Management | Branding | Email Marketing | Video | SEM | Google Street View | Google Local | 360 Video | Google My Business | Retargeting | Analytics | UX | Marketing Automation | Development | Customer Journey | Data

EXPERIENCE

Digital Strategy Director

Disruptive Technologists NYC

Oct 2020 - Present

HIGHLIGHT: Creating complete digital strategy to increase member base and monetization opportunities.

- Updated branding for corporate and public facing content including social media enhancements.
- Enhancing consumer facing content collaborating on content strategy focused on engagement and SEO.
- Creating digital monetization strategy that includes video, advertising, sponsorships and media.
- Redesigning website from the ground up to include new branding, consumer engagement experiences, increased lead generation and membership goals and monetization.
- Managing staff of developers, designers, SEO and content developers.

Digital Strategy, Website Director

Greater Miami Convention & Visitors Bureau Apr 2017-Sept 2020

miamianbeaches.com

HIGHLIGHT: Built an innovative and integrated digital tourism environment for today's traveler.

- Developed Miami travel destination website with over 10K pages of content from ideation to launch, driving 1M visitors monthly with an average 4% conversion.
- Managed content strategy with over 750 pieces of content creation annually based on SEO and market trends and analysis.
- Designed strategy around 360 mapping of over 600 Miami attractions, hotels, and restaurants with over \$1M media value in 6 months, while phasing in Augmented Reality mapping and VR features.
- Created "Experience Engine" website platform to increase traveler engagement with the destination.
- Led Strategic Partnership with Google:
 - Created and implemented a National and local park 360 Streetview project.
 - Created content partnership with Google, building "Miami on Google" branded content on the Google "Miami" SERP adding 16M views in 5 months with a +13% conversion; +9% overall.
 - Created and implemented plan that produced video, Streetview 360, and content for Google Earth to increase awareness of tourism points of interest.
 - Built company-wide Google My Business relationship that raised private revenue.
- Supervised content team and managed vendor, and partner relationships and an annual \$3M budget.

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Digital Strategy, Marketing Acquisition**Sapient Nitro | Global Consulting****Aug 2012- Apr 2017**

HIGHLIGHT: Worked with big brand clients on multimillion-dollar projects and started Interactive Department increasing revenue valued over \$1M.

- Managed digital strategy and marketing for ecommerce client, increasing revenue 34%.
- Managed search media strategy for the NBA *Miami Heat's* Chinese market, domestically and in China, increasing reach and sales with a 1.49% CTR and 5M+ monthly impressions.
- Managed UX/UI projects for CVS mobile app and mobile-first websites.
- Started-up Interactive Department for boutique ad agency increasing revenue over \$1M.

SEO Director**Multiply****June 2011-August 2012**

HIGHLIGHT: Led strategy and implementation of SEO and ecommerce initiatives for a leading South East Asia ecommerce platform.

- Managed SEO teams in Indonesia, Thailand, and the Philippines that drove an increase in targeted organic traffic +200% in each country.
- Contributed to the strategy of the ecommerce platform to enhance conversions with point of action and private seller training programs to help sellers increase revenue and get better SEO ranking.
- Analyzed organic, on-page, and technical enhancement opportunities as well as seller SEO programs that enhanced seller's SERPs ranking and conversions by 20% on average.

Senior Interactive Producer**United Media****Oct 2008-June 2011**

comics.com, peanuts.com

HIGHLIGHT: Created highly engaging digital experiences for entrepreneurially driven, online division of a leading entertainment company with over \$120 million in brand licensing.

- Spearheaded digital production and collaborated on branding and marketing for the Dilbert and Peanuts brands leading to 1.5X increased reach and targeted traffic increase of 75%.
- Created new sponsorship and ad-based website increasing engagement to 25M monthly views and 300,000 daily email subscribers and increasing advertising revenue over \$1M prior to launch.
- Managed strategy and build of cutting-edge UGC social app that created over 3,000 new pieces of monetizable content in the first year.
- Planned, executed, and analyzed new revenue streams including ecommerce, exclusive, on-demand digital products and licensing.
- Managed over 30 resources incl. customer support and advertising staff, vendors, contractors, and technology solutions as well as schedules, requirements, deliverables, and budgets.
- Partnered Google theme's Comic-con launch and online Dilbert game build reaching 500K+ new users.
- Partnered with Google for targeted animated content ads increasing ad revenue by 20%.

Ecommerce Web Manager**New Line Cinema****Sept 2004-Oct 2008**

wbshop.com, cartoonnetworkshop.com, more.

HIGHLIGHT: Built and managed 10+ profitable customer-centric "official" ecommerce shops for billion-dollar brands: Harry Potter, Looney Tunes, New Line Cinema, Cartoon Network, Warner Bros., Ellen Shop and more.

- Managed ecommerce site strategy and consumer-centric digital production for official online shops of major entertainment properties.
- Hired and managed staffing resources, vendors, and technology solutions as well as partnerships, requirements, deliverables, and budget.
- Developed cross-channel marketing campaigns, incorporating email, affiliate programs, partnerships, SEM, and other digital marketing increasing campaign effectiveness by +50%.
- Chaired the "Diversity in Action" program creating multicultural, woman-focused, philanthropic, arts-based and health and wellness programming throughout New Line Cinema's work year.

EDUCATION: University of Miami | Baruch City University of New York

AFFILIATIONS: Women in Technology, Internet Strategy Forum NYC, Disruptive Technologists NYC, Webgrrls, SFIMA, Women in New Media, Geek Girls Brunch