

Nadia M. Kouri

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SUMMARY OF QUALIFICATIONS

- Highly skilled at marketing strategy, account-based marketing, event promotion, content marketing, search engine marketing (PPC), social media, email marketing, digital and print advertising. Experienced in lead generation and lead nurturing. Proficient with HTML/ CSS.
- An accomplished writer, well versed in SEO, familiar with AP style as it translates the web.
- Trained and certified in Agile and Scrum methodologies.
- Proficient in Eloqua, HubSpot, Marketo, MailChimp, Photoshop, InDesign, DreamWeaver, Microsoft Office, Google Tag Manager, Google Analytics Certified, Google AdWords Certified, Moz, SEM Rush, CRM software including Salesforce, Facebook Ads Manager, LinkedIn Campaign Manager, Wordpress, Wix, SquareSpace.

PROFESSIONAL EXPERIENCE

Scrum Alliance

Senior Digital and Content Marketing Manager

06/2021-present

- Developed SEO-focused content strategy for the newly launched Resource Library
- Increased website traffic to resource library by 2000% YOY from 2020-21
- Train team members on SEO best practices.
- Oversee company digital ads for Facebook, Google, and LinkedIn
- Develop social media strategy, increasing followers by 30% and referral traffic by 49% YOY

Global Event Marketing Strategist

02/2020 - 06/2021

- Created and executed an event marketing strategy for 6 sold-out virtual events
- Generated over 2.5 k leads from event attendees
- Develop lead nurturing strategy to convert leads from events and webinars

Transamerica

Campaign Manager (6 month contract)

9/2019 - 2/2020

- Implemented and perfected a process to streamline annual updates for consumer and agent-facing advertising collateral, meeting strict compliance standards in a highly regulated industry.
- Oversaw a team of graphic designers, copywriters and agency partners for multiple concurrent enterprise projects.
- Rebranded of a legacy product line from start to finish.
- Spearheaded Sales Enablement initiatives to reach company goals.
- Assisted in product launch and campaign planning initiatives.

Campaign Stars

Account/Project Manager

11/2018 - 2/2019

- Manage a team of copywriters and designers to ensure top-level execution of account-based marketing campaigns from start-to-finish to ensure clients are delighted with the results.

Writer and Digital Marketing Consultant

9/2017 - 11/2018

- Developed ABM Campaign strategies for large and mid-sized SAAS companies.
- Wrote long-form marketing sales-enablement material including e-books, brochures and infographics.

Sola Salon Studios

Digital Strategist

11/2017 - 7/2018

- Managed a team of four interns and trained them on social media engagement tactics to recruit new leads.
- Created and managed an editorial calendar for event marketing, technology marketing, and brand partnerships.
- Managed 426 Google My Business accounts to optimize SEO.
- Increased website traffic and leads to struggling markets by 20% and new markets by 50% with social media ads.
- Managed a social media advertising budget of over \$40,000 per month.

Faction Media

Digital Producer (company closed)

7/2017 - 9/2017

- Provided training on Eloqua best practices to enterprise clients and acted as a final approver to ensure quality.
- Oversaw production of landing pages, banner ads, forms, emails and other digital content for agency clients.

MGMA

Marketing Manager

3/2016 - 6/2017

- Created robust, targeted email marketing campaigns to grow membership and drive revenue goals.
- Leveraged Eloqua to create emails, forms, landing pages and report on key analytics.
- Oversaw the creation of direct mail and magazine advertisements for the organization's products and services.
- Increased attendance to the organization's annual conference by 30% year over year through marketing efforts.

Xanterra Parks & Resorts

Social Media & Digital Marketing Manager

5/2013 - 3/2016

- Managed 43 social media profiles accounts including Pinterest, Instagram, Twitter, LinkedIn, and Facebook.
- Managed 14 websites, including landing page development, SEO audits, blog creation, and site maintenance.
- Hosted Instagram-based photo contests that increased sessions via social referral traffic to company websites by 208%.
- Executed promotional campaigns from start to finish, including copywriting, website development, email collateral creation, and social media posts.

Examiner.com

Editorial & Social Media Manager

9/2011 - 5/2013

Content Manager

8/2011 - 9/2011

EDUCATION

University of Denver

Denver, Colorado

2010

Bachelor of Arts in Psychology | Bachelor of Arts in Journalism Studies | Minor in Italian Studies

Università Cattolica del Sacro Cuore

Semester Abroad: Milan Italy

2008