

Nadia M. Kouri

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SUMMARY OF QUALIFICATIONS

- Growth minded marketer with a proven track record of effective lead generation, nurture and conversion strategies. Experienced in account-based marketing, event promotion, content marketing, search engine marketing (PPC), social media, email, digital and print advertising. 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, AdWords Certified, Moz, SEM Rush, CRM software including Salesforce, Facebook Ads Manager, LinkedIn Campaign Manager, Wordpress, Wix, SquareSpace, Kentico.

PROFESSIONAL EXPERIENCE

Scrum Alliance

Senior Growth and Retention Marketing Manager

06/2021-present

- Overhauled company's marketing and acquisition strategy by launching lead capture initiatives through webinars, data reports, and premium content.
- Reduced digital ad spend by 80% while maintaining a 20% YOY increase in new certifications.
- Created a lead nurture funnel that resulted in an 11% conversion rate.
- Launched content marketing strategy utilizing expert guest contributors, resulting in a 500% YOY increase in traffic to the resource library.
- Increased email open rates by 30% and deliverability by 290% in 18 months.
- Developed social media strategy, increasing followers by 30% and referral traffic by 49% YOY.
- Developed product positioning and launch plan for new coaching certification and post-certification e-learning products.

Global Event Marketing Strategist

02/2020 - 06/2021

- Generated over 2.5k leads from event attendees.
- Created and executed an event marketing strategy for 6 sold-out virtual events.

Transamerica

Campaign Manager (6 month contract)

9/2019 - 2/2020

- Overhauled Sales Enablement materials resulting in a 32% increase in lead conversion for insurance products.
- Rebranded a legacy product line from start to finish.
- Developed a product launch strategy and campaign planning initiatives for a new insurance product line.
- 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.

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 Account Based Marketing Campaign strategies for large and mid-sized SAAS companies.
- Created long-form marketing sales-enablement material including e-books, brochures and infographics.

Sola Salon Studios**Digital Strategist****11/2017 - 7/2018**

- Increased website traffic and leads to struggling markets by 20% and new markets by 50% with social media ads.
- 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.
- Managed a social media advertising budget of over \$40,000 per month.

Faction Media**Digital Producer (company closed)****7/2017 - 9/2017**

- Oversaw production of landing pages, banner ads, forms, emails and other digital content for B2B agency clients.
- Provided training on Eloqua best practices to enterprise clients and acted as a final approver to ensure quality.

MGMA**Marketing Manager****3/2016 - 6/2017**

- Created robust, targeted email marketing campaigns to grow membership and drive revenue goals.
- Leveraged Eloqua to create lead nurture funnels for new product lines.
- 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% YOY 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**