

SO, YOU'RE LOOKING FOR A DIGITAL CONTENT LEADER...



BONNIE GRINGER

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MARKETING LEADER | M-D BUILDING PRODUCTS Dec '12-Present

- **INBOUND CONTENT** | Articles | Blog | Landing Pages | CTA | Relevance
- **AUTOMATION** | Email Mktting | CMS | CRM | Data-Driven Personalization
- **ANALYTICS** | Testing | CR | Optimizing | Tableau | Predictive Forecasting
- **PROMOTIONAL CONTENT** | Video | PowerPoint | Catalog | Webinars | PPC
- **GRAPHIC DESIGN** | Data Visualization | Web Branding | POP | Logo | Ads

VP SALES/MARKETING | SOUTHERN CREDIT PARTNERS '07-Dec '12

- **CODEVELOPED BUSINESS MODEL** | New Solutions for challenged economy
 - **NATIONWIDE AFFILIATE PROGRAM** | For viral sales revenues & growth
 - **VOICE/SMSBROADCASTING** | Increased leads & reactivated "zombies"
 - **ANIMATED PRESENTATIONS & VIDEO** | Train | Promote | Engage

FOUNDER | FRIESIANEXCHANGE .COM April '01- Dec '07

- **DESIGNED & DEVELOPED TOP 5** | Equestrian website for Friesian Breeders | eCommerce | Advertising | Database Decision Tools | News | Digital Content | Classified Ads | Brokerage | Consulting | Importer

AWARDS & RECOGNITION

- Air Shop "Most Technologically Advanced Fashion Web site (1998)
- Ecommerce Pioneer at Fashionmall.com, #1 Fashion Website (1997)
- Friesian Exchange, #1 Commercial Friesian Horse Website (2005)

WINNING CONVERSION RATES. PERFORMANCE METRICS VS. INDUSTRY BENCHMARKS

www.bonnie-gringer.com/results



LEADERSHIP

- Respected visionary & leader in marketing strategy through hands-on content design & content mgmt.
- Develop cutting edge vertical channel campaigns achieving record breaking sales & conversion



SPECIAL SKILLS

- Turning market challenges into opportunity
- Strategy through hands-on design to ROI Analysis
- Work equally well with technical and design teams
- Ability to accomplish duties of entire sales/marketing/design team

TECHNICAL PROFICIENCIES



“NOTED IN THE PRESS”



PORTFOLIO | ACCOLADES | AWARDS @ [HTTP://WWW.BONNIE.MARKETING](http://www.bonnie.marketing)

Education

AAS, Merchandising Management, FIT, NYC, '90
 BS, Marketing/Comm., FIT, NYC, '90 – '91 (30 credits)
 Multimedia Technologies, Certification NYU, '96
 Website Technologies, Certification, NYU, '96
 Hootsuite Social Business Academy Certification
 Hubspot Inbound Certification October 2014

About

- Tool Enthusiast | Marketing Obsessed
- Self-Motivated
- Roll-Up-Sleeves-Get-It-Done
- Highly Resourceful & Efficient
- Glowing Reviews | Top Conversions

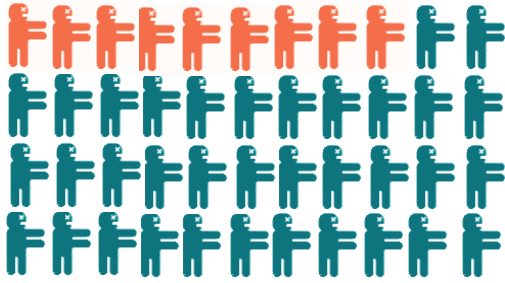
OUTPERFORMING INDUSTRY BENCHMARKED AVERAGES...



SUCCESS METRICS

THE IMPACT

OF INTEGRATED DIGITAL AND TRADITIONAL CAMPAIGNS HARNESSING THE POWER OF CUSTOMIZATION, TESTING, OPTIMIZATION & COLLABORATION FOR RELEVANT ENGAGING CONTENT.



SMS & VOICE BROADCAST CAMPAIGNS, P.O.P.-LOCAL PROPERTY PROMOTIONS: **INCREASE LEADS BY 30% AND RE-ENGAGED "ZOMBIES" CONVERTING 9 OF 44**



DATABASE CUSTOMIZED DASHBOARDS & ACTION PLANS
VIDEO TRAINING SERIES
A+ CUSTOMER SUPPORT
INCREASING RETENTION BY

42% RESULT: **+23%** CONVERSION



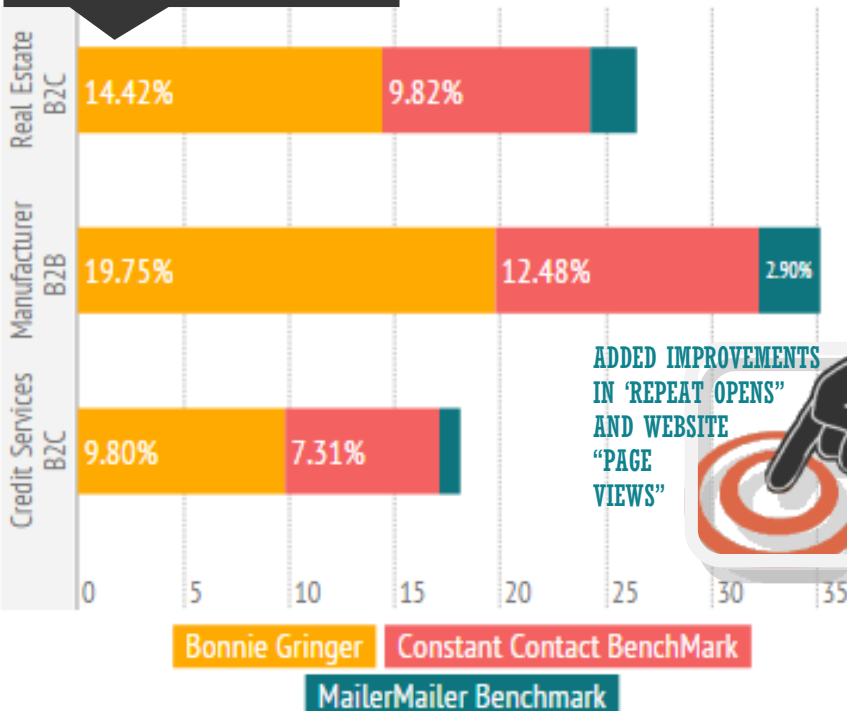
COLLABORATED WITH **INDUSTRY EXPERTS FOR CONTENT**

TESTING & OPTIMIZATION

- Time and Frequency
- Copy & Layout
- Call-To-Action Button
- Trust Badges



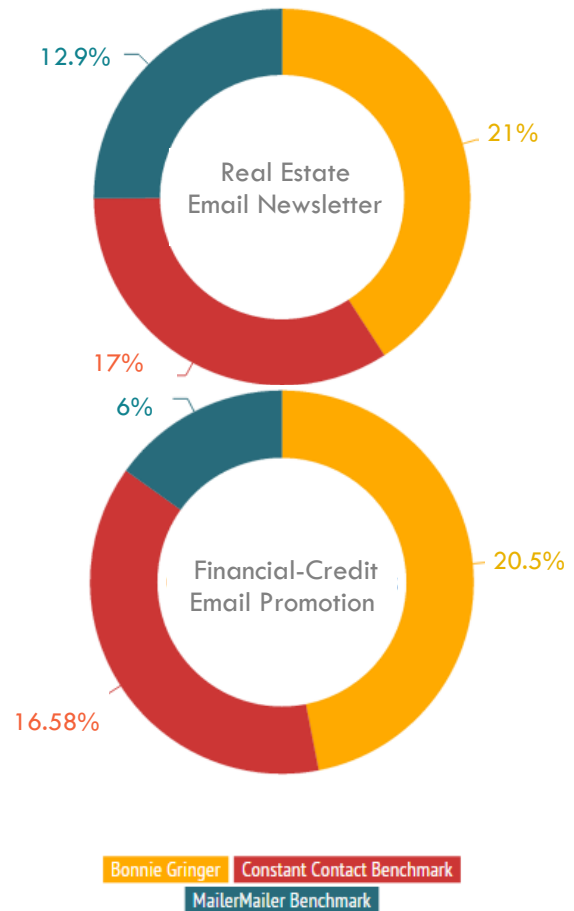
EMAIL CAMPAIGN CLICK-THRU-RATE BENCHMARK COMPARISON



ADDED IMPROVEMENTS IN 'REPEAT OPENS' AND WEBSITE 'PAGE VIEWS'



EMAIL CAMPAIGN OPEN-RATE BENCHMARK COMPARISON



OPTIMIZATION STRATEGY

- KEY CONTENT UP TO "PREVIEW" LINE
- SUBJECT CUSTOMIZED & A/B TESTED
- TRIGGER EMAILS FOR CROSS-SELLING

LEAD-GEN
124%
DATABASE GROWTH &
\$275
ROI

BOOSTED HOME SALES
***\$2.5M**
PER AFFILIATE