

SO, YOU'RE LOOKING FOR A 1-STOP MARKETING GURU...



BONNIE GRINGER

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📞 call: 912-601-7981 *The End...*

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

- **INBOUND CONTENT Creation** | Articles | Landing Pages | CTA | Website
 - **AUTOMATION WIZ** | ESP | CMS | CRM | Dynamic Drip Campaigns
 - **ANALYTICS** | Scoring | A/B Testing | Optimization | Traffic | Forecasting
- **SALES MARKETING COLLATERAL** | Video | PowerPoint | Catalog | Webinars
- **DESIGN** | Data Visualization | Web | Branding | POP | Logo | Ads | Media

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

- **CODEVELOPED BUSINESS MODEL** | New Solution for struggling home sales
- **AFFILIATE PROGRAM** | Referral Business Development & Lead Generation
- **EMAIL/VOICE & SMS BROADCASTING** | Reactivate "Zombies" Leads | Nurture
- **ANIMATED PRESENTATIONS & VIDEO** | Train | Promote | Engage | Lead Gen.

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

#1 COMMERCIAL Website for the Friesian Horse Industry

- Online Shopping | Advertising Sales | Buying & Breeding Research Tools
 - Importer | Brokerage Services | Consulting | Breeding Farm
 - Created & Updated News | Digital Content | Product sl Data

WINNING CONVERSION RATES. PERFORMANCE METRICS VS. INDUSTRY BENCHMARKS



www.bonnie-gringer.com/results

“NOTED IN THE PRESS”



PORTFOLIO | ACCOLADES | AWARDS @ [HTTP://WWW.BONNIE-MARKETING.COM](http://WWW.BONNIE-MARKETING.COM)

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

- Left-Brain > Right Brain Friendly
- One-Stop Marketing Department
- Roll-Up-Sleeves-Get-It-Done
- Highly Resourceful & Efficient
- **So keep the coffee flowin'!**



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



more

more

more

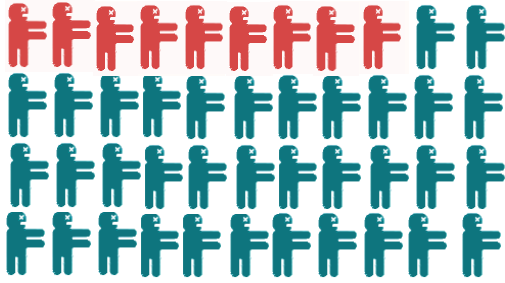
OUTPERFORMING INDUSTRY BENCHMARKED AVERAGES...



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**



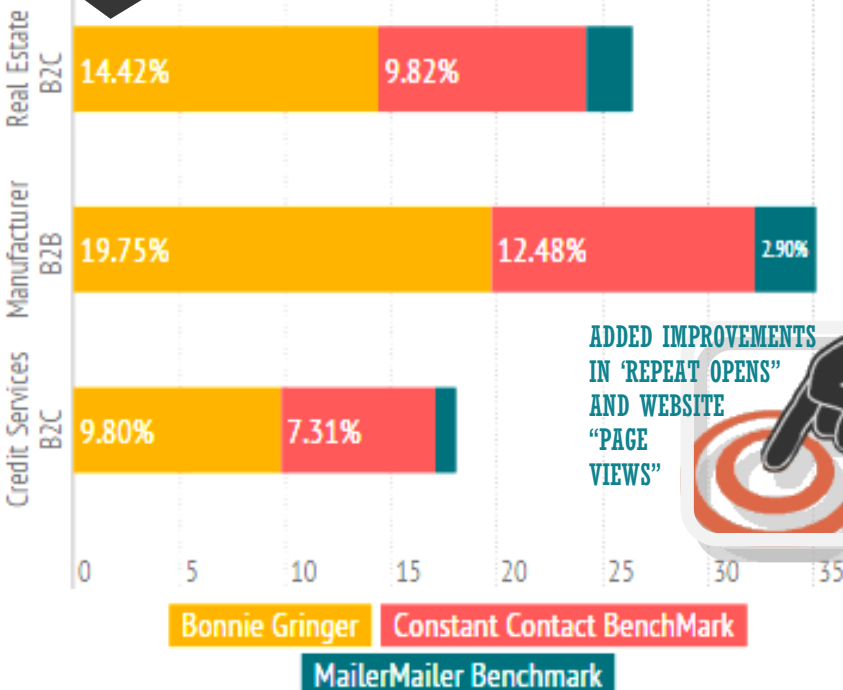
COLLABORATED WITH **INDUSTRY EXPERTS FOR CONTENT**

TESTING & OPTIMIZATION

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



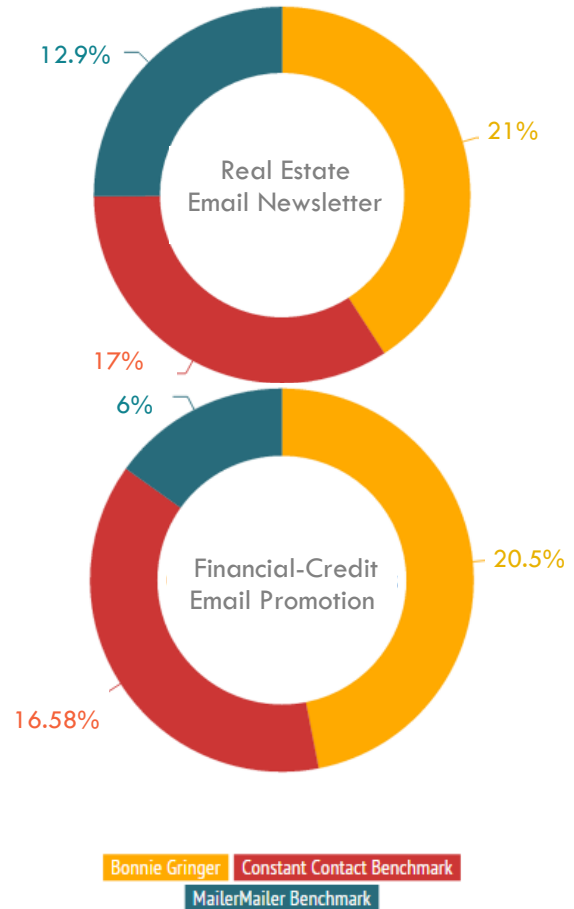
EMAIL CAMPAIGN CLICK-THRU-RATE BENCHMARK COMPARISON



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